

MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES
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◀ ◻ ◻ ◻ What is happening in housewares is a revolution in communicating with the consumer. Manufacturer and retailer roles are crisscrossing and the result is a new way of doing business. For a report, see.....p.21

AT PRESSTIME ◻

◻ ◻ ◻ ◻ Housewares shortages are cropping up again. Irons and blenders appear hardest hit, but slow deliveries are reported on a wide range of items from toaster-broilers to percs. The problem is expected to get worse, especially if there are strikes at General Electric and Westinghouse. Buyers and distributors expect to see even more manufacturers put at least some items in their lines on allocation selling.

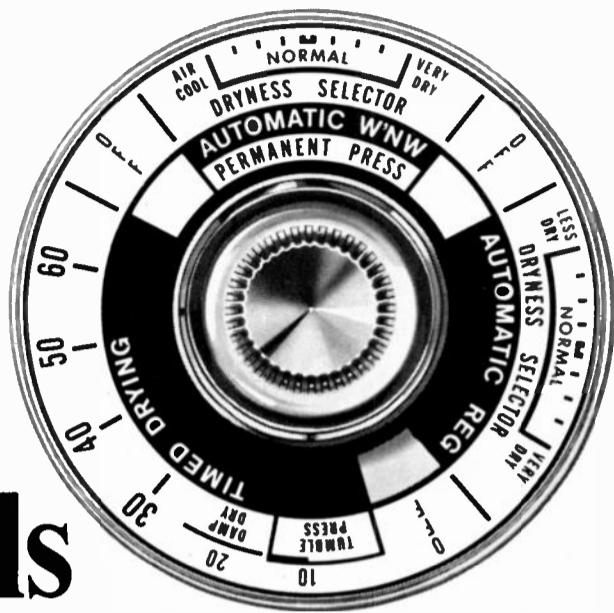
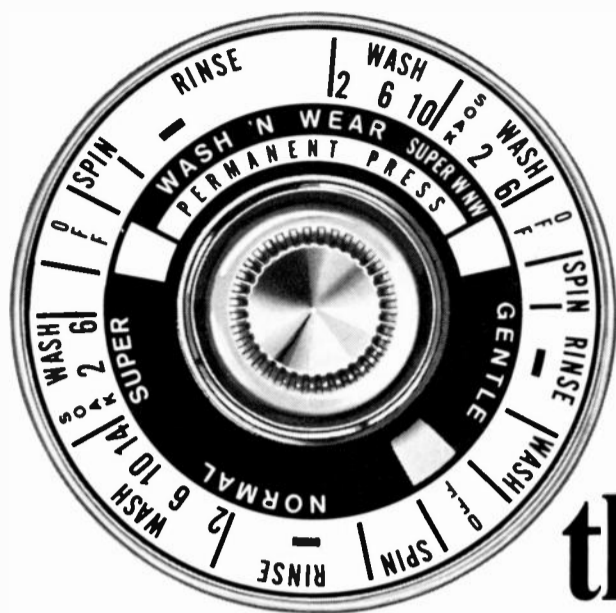
◻ ◻ ◻ ◻ Hong Kong radios exported to the U.S. hit the 759,705 mark in July—a 408,431 unit and 116% increase over July, 1965. Average price of the Hong Kong radios in July was \$2.40; last July the average price of radios sent to the U.S. was \$3.31. According to the Commerce & Industry Department of Hong Kong, exports of radios to the U.S. increased 86.6% for the first seven months of the year. Of all the transistor radios exported from Hong Kong during the 7-month period, 74.1% came to the U.S., as compared with 67.7% during the same period last year.

◻ ◻ ◻ ◻ "Made in Japan" has taken on new quality connotations. Macy's New York and Panasonic advanced this proposition another step forward last week. *continued on p.3*

HAWKES TV SERV & SLS
10 HARDY RD
WESTBROOK MAINE
F 9-64 H

*HOUSEWARES IS
A HAPPENING

A sales closer only RCA WHIRLPOOL dealers can use:



Set these dials for no ironing care

They're on the new RCA WHIRLPOOL washers and dryers that give Permanent Press garments special care so they're ready-to-wear with no ironing needed!

But that's only half the story. There's gradual cooling in an RCA WHIRLPOOL dryer, too. It takes warm air to dry clothes, but warm clothes can wrinkle. So the WASH 'N WEAR — PERMANENT PRESS cycle of an RCA WHIRLPOOL dryer provides 10 minutes of gentle tumbling in room temperature air to cool garments. Wrinkles disappear and creases and pleats reappear during this cooling tumbling. The dryer has really done your ironing! And here's a bonus. New Tumble Press* control puts the press back in Permanent Press things that are wrinkled from packing or sitting or the like. *Tmk.

Dealers: Tell your next prospect why Permanent Press garments need no ironing when they're laundered in RCA WHIRLPOOL washers and dryers. Show the difference in results. You could sell a pair on the spot.

Compare... the results speak for themselves!



Ordinary care — Here's a pair of Permanent Press slacks that were washed in a regular cycle and drip dried. They definitely need pressing before they're worn.



Better — These were washed in a Permanent Press cycle, then drip dried. They look better... seams are smoother and there's a better crease, but they still don't live up to the promise of "no ironing".



Really smooth — You can see the difference after Permanent Press washing and drying in an RCA WHIRLPOOL washer and dryer. The fabric is smooth and wrinkle-free. Seams and waistband are flat and creases are "tailor-shop" sharp. There's really no ironing needed!



Washer model LRA 780-0; dryer model LRE 780-0

Permanent Press garments really don't need ironing when they're washed and dried in RCA WHIRLPOOL washers and dryers. The secret's the cooling... in both washing and drying.

It takes hot water to wash Permanent Press clean because it takes hot water to melt greasy soils. But if clothes are spun while they're warm and pliable, wrinkling can occur. This doesn't happen in the WASH 'N WEAR — PERMANENT PRESS cycle you'll find on most RCA WHIRLPOOL washers. Here garments are cooled before spinning. A unique **suspension cooling system** drains hot wash water away a little at a time and gradually adds cold water. Garments cool as the water cools, while wrinkles float away and the garment's original smooth shape is restored.

It's easier to sell an RCA WHIRLPOOL than sell against it!

Trademarks and RCA used by authority of trademark owner, Radio Corporation of America.



In a full-page newspaper ad featuring Panasonic products as a major attraction at Macy's September Far East Festival, the store headlined, "This is Japan. Bustling, energetic, forward-looking."

Rising to the occasion, Panasonic introduced at Macy's a miniaturized color video tape recording camera, billed as the "world's smallest color vtr camera." Panasonic has set no price on the compact (5¾ by 7½ by 13 inches), lightweight (19 lbs.) camera. However, its development is an important step toward readying the vtr as a major consumer electronics product. Sony also is being featured in Macy's promotion with demonstrations of video tape recorders.

□□□□ **Hotpoint's first self-cleaning oven range** will be introduced "within six months—possibly earlier," according to a company spokesman. The company official noted that the unit was ready, "but we don't plan on introducing it now since our Teflon-coateds [ranges] are doing well." Another product that Hotpoint says is selling well is the LW795, the washer with solid-state controls. The unit is now selling at about \$309 and the company intends to bring the price down even more, according to Shelby Trappey, marketing manager of Hotpoint's Home Laundry Dept.

In addition to introducing its 1967 line of dishwashers, Hotpoint has added a 16-lb.-capacity programmed washer with six fabric settings—including permanent press—to its line of five automatics and three dryers. The new model (LW784) retails at \$239.

Hotpoint is also introducing a built-in replacement program for retailers. About 15,000 dealers will be franchised as "one-stop, built-in appliance replacement centers."

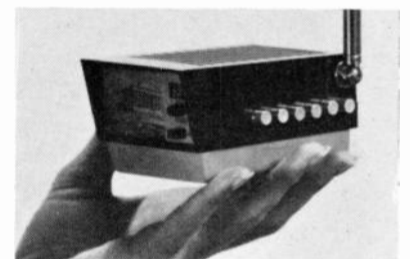
□□□□ **General Electric won a round** in its match with the "coalition bargaining" group of unions led by the International Union of Electrical Workers (MW, 29 Aug., p.8) late last week. A court order requiring that GE negotiate with the committee representing eight unions was dismissed. In vacating the injunction obtained by the National Labor Relations Board

(NLRB), the U. S. Court of Appeals for the Second Circuit said that the NLRB had not first decided whether GE had engaged in unfair labor practices. At presstime, despite the ruling of the appeals court, the unions planned to return to the bargaining table today with "a committee of our own choosing." The prospects: More legal hassling and angry scenes as the Oct. 3 strike deadline approaches.

□□□□ **New York City will not be a wallflower** during this year's national "Waltz Through Washday" campaign. At the second annual local action committee meeting set up by the Electrical League of New York, Consolidated Edison, New York utility, announced that it will back the promotion. Support will include: television ads, display materials for dealers, 150 billboard ads, posters on 300 trucks, and dissemination of 35,000 dryer booklets published by *McCall's*.

□□□□ **Tappan has raised prices 3%** across the board on its line of appliances, effective immediately. The rising cost of materials was cited as the prime reason for the increase. Tappan has been hampered by a three-month strike at its Murray (Ky.) plant which produces free-standing ranges. The company has said that unless an agreement is reached by Wednesday (Sept. 14) the Murray facility will be closed.

□□□□ **Teeny tiny tv has been developed** in England. Not much bigger than a matchbox, a Sinclair Radionics Ltd. set is 4 by 2½ by 2 inches. It weighs 10½ oz., including its power source—six penlight batteries. The company will begin production in January, hopes to be able to export sets to the U.S. by next spring. To do so, the company must design a tuner that can be used here. The circuit uses 30 transistors; the tuner covers channels one to 13. The estimated retail price in Great Britain is \$144.



Sinclair set has a 2-inch screen

A wild week for color tv as industry hikes prices

Effective this morning, RCA is hiking the prices on a majority of its 21- and 25-inch color tv sets by an average of 2.7%. This announcement follows a wild week in the color tv industry: Zenith raised prices by 1% to 2½% on six sets at the middle and upper end of its 25-inch color line; Admiral made selected price increases of 2% to 3% on 32 of the 47 models in its color line; and Motorola jumped prices an average of 2.9% on 30 models in its color line. Other manufacturers say they are "studying" the situation.

The reason for the price hikes was made clear by J. K. Sauter, vice president of RCA Sales Corp., who said: "Every time our purchasing agent has come across the corridor in the past two months, it has been with bad news."

D. L. Mills, executive vice president of RCA, was even more speci-

fic: "In the past 60 days prices on copper, steel, cabinetry, and plastic have increased beyond our ability to absorb them. Material costs have increased at five times their normal rate during the first half of 1966."

All of the companies that increased prices cited component and cabinetry costs—with particular emphasis on cabinets—as the principal reasons for the marked-up sets. However, Mills at RCA stressed the sharp increases in prices for plastic and plastic pellets.

The percentage increases mean, in the case of Motorola, for example, that its 21-inch leader color tv set will now sell at \$429.95, an increase of \$10. Other Motorola increases will range from \$5 to \$30. Admiral says the increases on its sets will average out at about \$10 at retail. RCA says its \$449.95 25-inch leader model is not affected by the in-

creases, but has not yet released specifics on the prices.

Although RCA raised prices on its 21-inch round-tube color sets, the company maintains that it will still phase these sets out of its line next month, which means all of its price hikes are, in effect, aimed at top-selling 25-inch models. Zenith, which has made the most limited adjustments in prices, also aimed at the 25-inch segment of its line.

Will sales be hurt by the price increases? B. S. Durant, president of RCA Sales Corp., insists sales will not be affected. He, and spokesmen for the other companies that have pushed up prices, emphasize that color prices—even including the increases—are still below last year's levels.

Although the price pressures have now pushed up color tv prices—and though announcements of increases

from still more companies can be expected soon—there has been no word on changes in b&w tv set pricing. But Durant admits that "the pressure on b&w is up."

The economics of b&w production, however, are drastically different from those of color. According to D. L. Mills at RCA, the ratio of material costs (in dollars) between color and b&w is 6-to-1. The transformer in a color tv set, for example, uses three times more copper than the transformer in a b&w set. RCA is already selling more color sets than b&w sets, thus is feeling the resulting price pressure.

Production lines at RCA, for example, that were intended for the 9-inch transistorized b&w Minikin introduced last spring, have been converted to color production. The Minikin is now slated for March delivery.

—Bruce Pfau

□□□□ **The target still is next year** despite quick Senate approval of legislation to create a National Commission on Hazardous Household Products. The proposal by Senators Warren G. Magnuson (D-Wash.) and Norris Cotton (R-N.H.) sneaked through the Senate with unexpected ease last week as an amendment to a child protection bill.

Opponents of the commission were caught by surprise. This will not be the case, however, when the matter comes up before the House Commerce Committee. They may not have the strength to defeat the

proposal, but they certainly will be able to procrastinate long enough for Congress to adjourn for the year before the House acts.

Magnuson and Cotton are encouraged sufficiently to try again next year—at which time their chances of success are considered excellent. The 7-member commission they propose would act primarily as a safety clearing house, studying such items as power lawn mowers, home power tools, washers, pressure cookers, broilers, electric water heaters, hair dryers, and clock-radios.

□□□□ **The Kennedy round** of international tariff negotiations—and its prospects for cutting tariffs—is yielding some curious side effects. The Justice Department says it has indications that some U.S. producers are negotiating agreements with foreign producers to absorb any tariff reductions as profits.

This would keep prices of imports at pre-Kennedy-round levels. The Justice Department says its has warned “a number” of U.S. manufacturing and importing groups about the antitrust implications of these arrangements.

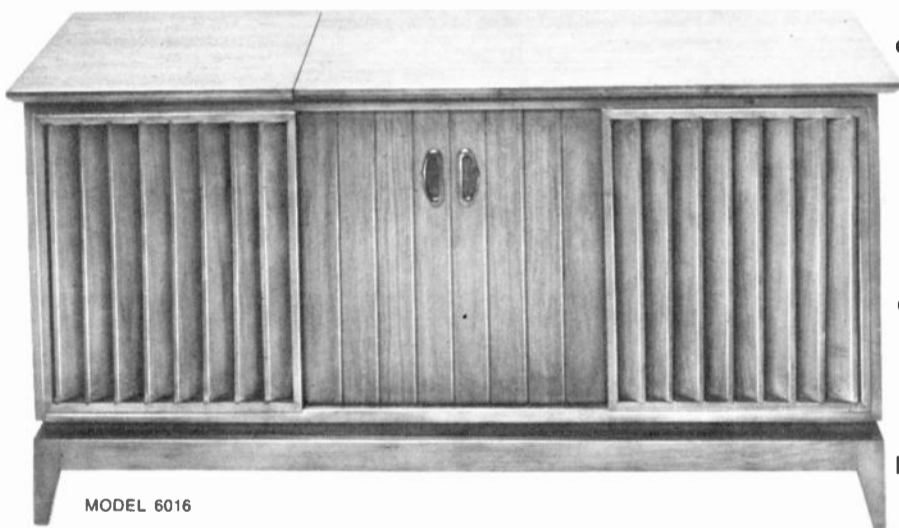
□□□□ **Debate over the 7% tax credit** for business investment has been renewed within the Johnson administration. Insiders consider it quite possible that the White House will ask Congress to suspend the tax credit before adjournment this fall. The credit has been used widely by industry to expand production for such in-demand items as color tv.

Even the debate is a major switch. Until now, the administration was committed to the line that strong anti-inflationary action would not be needed this year. It also had opposed any move on investment credit as unfair to businessmen who have been led to believe it was a permanent part of tax structure.

But the investment subsidy is proving too attractive for tax policy makers to ignore. Suspension would add as much as \$2 billion to the Treasury's annual income. And it would zero in on the most exuberant part of the current economic boom: new business investment.

Phonola is very big in phonographs.

Are you?

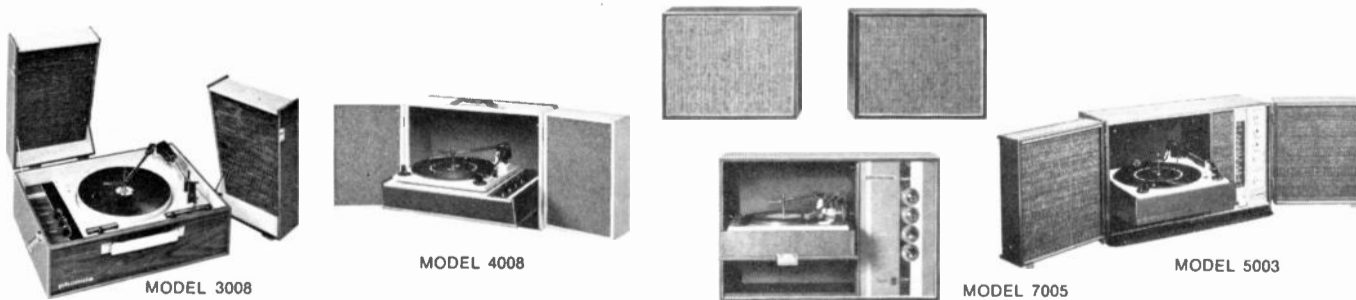


Maybe your sales aren't up to expectations. Or maybe they are, but you'd like them even better. Either way, you can't miss with this sizzling new line of Phonola stereo phonographs and consoles.

Phonola for '66 is great. More appealing in every price range. Beautiful new design, exciting new sound. Dollar for dollar, a better buy (by far) in every price range...from compact portables to the most lavish “home audio center.”

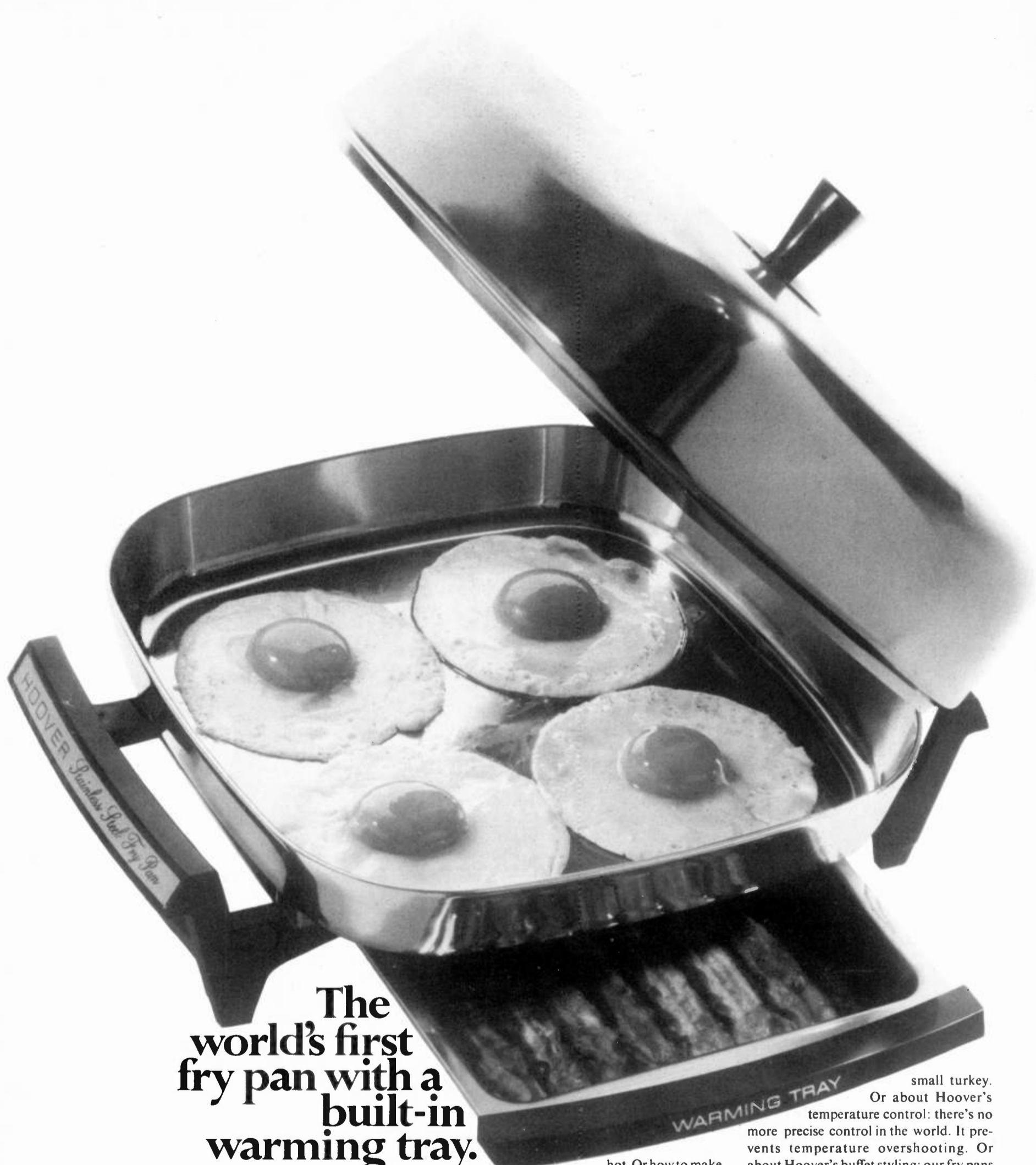
So give your customers what they want—sophisticated stereo engineering with smart good looks. At the price they want to pay. Best of all, these prices include a full margin of profit for you. A profit you don't have to share even the least little bit. Can we tell you more?

PLEASE CALL OR WRITE FOR INFORMATION TODAY!



VERY BIG IN SOUND **phonola**®

WATERS CONLEY COMPANY, INC., A SUBSIDIARY OF THE TELEX CORPORATION
645 NORTH MICHIGAN AVENUE/CHICAGO, ILLINOIS 60611/PHONE: (312) 944-5125



The world's first fry pan with a built-in warming tray.

The gift season is only a few months away. You're firming up your orders for the merchandise that will move best. And Hoover comes out with a new idea that's made to order for the occasion.

It's the world's first fry pan with a built-in warming tray. And with plenty of built-in sales appeal, to boot.

Start with the idea of a built-in warming tray. It solves a lot of problems. Like how to keep the bacon warm while you're frying the eggs. Or how to fry up a batch of hamburgers and serve 'em all sizzling

hot. Or how to make the gravy while you keep the meat hot.

And speaking of gravy, you'll make plenty with our full line of fry pans on your shelves. For there's a Hoover Fry Pan to match up against any customer's gift budget. Three cooking surfaces: aluminum, Teflon*, stainless steel and coppertone.

The built-in warming tray feature is limited to top-of-the-line models: stainless steel and Teflon. But all five models give you a lot to sell. You can talk about Hoover's high dome design: it'll take a

small turkey. Or about Hoover's temperature control: there's no more precise control in the world. It prevents temperature overshooting. Or about Hoover's buffet styling: our fry pans look too good to keep in the kitchen.

So get the story on the Hoover Fry Pan with built-in warming tray. And the other models in the full Hoover line of electric fry pans.

Like the other appliances in the growing line of Hoover housewares, our fry pans will help warm up your sales during the holiday season.

And keep 'em hot for months to come. The Hoover Company, North Canton, Ohio 44720.



*DuPont's registered trademark for its TFE non-stick finish.

We didn't make this tape recorder for laughs.



Some tape recorders spend all their time hidden in the potted palm. They're great for parties.

But not for fine music reproduction. That's for sure. Our new line of stereo tape recorders is designed especially for music. The TP1300 and

other models in the line feature fine furniture styling.

So they don't have to be hidden anywhere. They're simple to operate. Without all those confusing knobs and dials. And the four Dynapower speakers do justice to 20 Watts

of Music Power. That's 40 Watts Peak Music Power.

That's no laughing matter either.

GENERAL  ELECTRIC
Audio Products Department, Decatur, Illinois

New on the servicing bandwagon: the 'swinging' department store

A host of new services—from shampooing your poodle to teaching you how to fly—are headed for the local department store.

A key service— which many department stores will be forced to aggressively promote to meet the service thrust of Sears Roebuck and Montgomery Ward—is the servicing of major appliances and electric housewares.

These are the views of Bernard Codner, associate professor of marketing at California State College, Los Angeles, who served as co-chairman of last week's National Retail Merchants Assn. conference on the \$200-billion-a-year service industry.

Services, according to Codner, represent about 4% to 7% of the annual volume recorded by many major department stores. But this figure, he predicts, will shoot up to about 10% or 12% in the next decade or two as stores seek to increase their share of consumer expenditures.

In many cases, the professor points out, the accelerated movement into services by the nation's department stores can be a positive approach toward counteracting the negatives. This means taking defensive action against the prospects of a slower sales growth resulting from over-building of stores, the continuation of a lower birth rate, as well as the movement of service firms into the retail field: for example, radio-tv-phonograph repair shops and rug-cleaning establishments.

As an added stimulus to the growth of services in department stores, Codner points to greater management savvy of services administration, achieved through technological advances, such as electronic



Prof. Bernard Codner
California State College, L.A.

The service thrust of Sears and Ward's will force department stores to aggressively promote the servicing of appliances

data processing. Still another factor is the abundant reservoir of financial resources to invest in new types of service equipment, such as appliance-testing machines.

Some of the services which Codner believes will take greater hold in department stores include auto rentals, driving schools, beauty salons for dogs, dancing lessons, income tax service, house painting, supplying domestic help, and the sale of insurance.

In the case of servicing major appliances and electric housewares, Codner notes that many stores are already in this

business—but many, he adds, are not.

In view of the fact that Sears and Montgomery Ward are making a big pitch for the service business, more and more department stores will have to get into the act, he contends.

"If not, they could lose a healthy chunk of their major appliance and electric housewares volume through default."

"And let's not forget about J. C. Penney," says the professor. "Penney's is also pursuing a bigger share of the appliance business and it's only a matter of time before they back up this effort with a strong advertising campaign stressing the service angle."

It is Codner's contention that an efficient, well-managed service operation in appliances—focusing on the availability of out-of-warranty servicing can work wonders for a department store. In addition to being a money-making operation, it can be a sure-fire stimulus to the sale of related products. A service repairman—if he is friendly and courteous—can easily and effectively promote

continued on p.19

□□□□ A combination radio-phono for under \$65 has been introduced by Westinghouse. The solid-state portable unit includes a 4-speed record changer and an AM radio. The company also has introduced two new stereo phonos to its line: a solid-state, 20w unit for less than \$140 and another stereo unit with pull-down changer and front-mounted stereo speakers for under \$90.

Another new model from Westinghouse is a combination transistorized AM radio and high-intensity lamp. Called the Convertible Lamp Radio, the unit will retail for less than \$25. Westinghouse also has 11 new radios: three compact AM-FM solid-state clock-radios (top model will sell for less than \$60, the other two for under \$50); a compact AM clock-radio for less than \$30; a portable battery-operated AM clock-radio for \$40; a dual-speaker AM table radio to sell at about \$22; two twin-speaker AM-FM table radios for about \$40 and \$50; a 10-transistor AM portable to sell for \$17; a 10-transistor AM-FM portable for \$25; and a 15-transistor 4-band AM-FM portable to retail for less than \$60.

□□□□ Zenith is adding to its tv advertising: The company will have commercials on the CBS National Football League telecast, Sept. 11 through Dec. 18, and will co-sponsor the premiere television showing of the movie, *The Music Man* on Sept. 15 and 16. Advertisements on these programs are in addition to commercials announced previously for six other network shows. All of the commercials will be in color. Zenith reported earlier that its fall ad program had been increased 80% over last year.

□□□□ A Westinghouse range promotion this fall will be tied in with an electric slicing knife campaign. Through Nov. 30, purchasers of any Westinghouse free-standing range will be given a coupon that will allow them to purchase an electric slicing knife for \$2. The retail value of the knife is \$14.95. A floor display containing a slicing knife is available to retailers as part of the promotion.

□□□□ Philco has set up a new department—a Radio and Premium Sales organization—within its Special Markets section. Robert J. Whitehouse, formerly manager of special market sales at GE, has been appointed manager of the new organization.

□□□□ Norelco is firing up an ad campaign for its cassette and reel-to-reel tape recorders. For the first time, Norelco tape recorders will be promoted on tv in most of the major markets planned for this fall. The heaviest concentration of television ads will appear during the pre-Christmas period. A color spread in *TV Guide*, plus large insertions in *Esquire*, *The New Yorker*, *The Saturday Review*, *High Fidelity*, and *Hi-fi Stereo Review*, also have been scheduled.

□□□□ Scott tells how to be "At Home With Stereo" in a new full-color 20-page brochure. Featured in the booklet are pictures of Scott consoles in decorator room settings, articles on high fidelity, and an explanation of how to choose the right console for any particular room decor.

Another reason why THOUSANDS are switching to Wards!

Wards lowers the boom on unreasonable service charges

Just Say "CHANGE IT!"

3 Depts. to serve you better

Anaheim Los Angeles Panorama City

Instant Service

275

Wards breaks the price barrier

FOR ANY HOME SERVICE CALL

NOW! SERVICE IN YOUR HOME FREE!

Factory trained technicians
Most frequently needed parts carried in trucks
Most calls completed first trip to your home

ALL ROADS LEAD TO SEARS SOUTHERN CALIFORNIA STORES

Why Should You Consider Buying a Sears Appliance? Because You Can Count on Sears for SERVICE

Sears HERE'S WHY

13 Service Centers Strategically Located in the Los Angeles Area

900 Fully Trained, Customer-Friendly Technicians

750 Fully Equipped Sears Service Trucks... The Same In Your Neighborhood Every Day

50,000 Hours in Our Parts Inventory, With the Customer Service Parts Leader

Service Is As Near as Your Phone

CHARGE IT on Sears Revolving Charge

Immediate TV Picture Improvement

Let Sears Check Your Antenna FREE

Phone Your Nearest Sears Service Center For Quick Appliance Service

Service—not merchandise—steals the limelight in Ward's and Sears' ads

APPLIANCE-TV NEWS

□□□□ **RCA will spend \$15 million on advertising** this fall—a 50% increase over last year's outlay. The campaign will be launched with a special 12-page, 4-color supplement to appear in 391 Sunday papers on Sept. 25. The supplement, marking the start of "RCA Victor Week," is an expanded version of a similar 8-page supplement published last year in 330 papers. Jack M. Williams, advertising and sales promotion vice president at RCA, says the fall schedule, from the start of "RCA Victor Week," calls for 46 insertions on stereo, 17 on tape recorders, and eight on b&w television sets—plus 34 pages on color tv sets, seven on radios, and two on portable stereo phonographs. The company will also make extensive use of television advertising throughout the fall season.

□□□□ **FM radio is a likely place to use ICs**, according to Jack Sauter, executive vice president of sales operations for the RCA Sales Corp. Sauter maintains that integrated circuits do not contribute anything to an AM radio. "There is just not enough to an AM radio to warrant using integrated circuits," he says. On the other hand, Sauter notes that his three criteria for using ICs—economy, reliability, and emotional appeal—would be satisfied by FM sets.

□□□□ **Clairtone has a color tv "component"**—a combination hi-fi component and color tv screen—for inclusion in hi-fi component systems. The unit includes a television chassis incorporating a 25-inch rectangular tube with an audio jump-off point. The sound signal may be fed into a separate hi-fi or stereo installation. The unit is also equipped with a monitor audio system, complete with speakers, so that it may be used independently from the main hi-fi installations. Retail price of the unit is \$650.

□□□□ **Ampex will increase production** of stereo reel-to-reel tape by 20%, according to Donald V. Hall, Ampex stereo tapes general manager. The upswing in production was made possible by transferring the company's tape duplicating operation from Hackensack, N.J., to larger facilities at the company's headquarters in Elk Grove Village, Ill.

□□□□ **Sears reports record sales and income** for the first half of the fiscal year. The Sears mid-year report shows net sales increased 9.8% to more than \$3.1 billion, compared with slightly more than \$2.8 billion in the first half of fiscal 1965. Net income rose 7% to \$123,623,386—about \$8 million more than the 1965 first half of \$115,589,287.

In another financial report, Gamble-Skogmo also reported record sales. Earnings of the company increased 11% on a sales increase of 8.9% in the first half of the fiscal year. Sales for the six months ended July 31 totaled \$304,352,396, compared with \$279,373,428 for the same period last year. Net income rose to \$4,189,045 for the half, as compared to \$3,790,330 last year.

□□□□ **Correction:** The three new b&w portable tv sets announced on p.7 of the Sept. 5 issue of MERCHANDISING WEEK were incorrectly identified. The units are from Motorola.



Gibson's solid-state-control washer entry lined up with matching dryer

Gibson's 1967 appliance line: solid-state washer, gold trim

A solid-state-control Easy washer and gold-trimmed refrigerator-freezers top the 1967 line of Gibson appliances.

The Designer Series program has been modified for 1967. To facilitate installation in the field, the printed vinyl is now laminated to an aluminum panel that snaps into the door trim. Brushed chrome, walnut, and cherry have been added to the series.

The refrigerator line is topped by the 36-inch-wide side-by-side refrigerator-freezer with icemaker, which will be available with decorator fronts.

The four gold models—top- and bottom-mount 18-cu.-footers, with and without icemakers—feature gold "picture frame" door trim, gold handles, name plates, base grilles, and shelf trim.

The company has upped the number of refrigerators available with icemakers to seven and will offer the line in avocado green, in addition to white and coppertone.

The new freezer line consists of upright and chest models, with capacities ranging from 9 cu.ft. through 31 cu.ft. A new 15-cu.-ft. upright unit with icemaker is styled to match the company's 15-cu.-ft. "all" refrigerator Market Master. It is available with designer panels.

The laundry line is headed by the solid-state-control (WA-355) washer, which allows variable wash and spin speeds. Emphasis has been placed on permanent press. The washers feature a "no-press" cycle. The walnut-grain control panels offer simplified color-coded settings, according to the company.

Under its "Golden" warranty, the company will replace transmission parts through the 10th year of service. Dealers are presently paid a labor allowance for transmission replacement during the first year of service.

The air conditioner line features lightweight (65 lbs.) 5,000 Btu and 6,000 Btu models that are designed to fit into an 18-inch window. A converter on this series turns the units into dehumidifiers for spring and fall use. The line, which runs up to 29,000 Btu, features the "K" series with Designer Series panels. The "M" series has a new ventilation feature, which can exhaust room air up to 120cfm, according to Gibson.

The range line will include one 30-inch model with gold trim. The 30- and 40-inch models feature Teflon-coated oven panels, lift-off oven doors, removable oven bottoms, raised cooking surface edges, and removable control knobs.

RCA steps up advertising plans as tape recorder line expands

"The tape recorder represents a mass market that is just beginning to grow in importance," says Jack K. Sauter, vice president of RCA Sales Corp. Backing up Sauter's statement is an announcement from RCA that the corporation is now marketing an expanded line of 14 solid-state tape recorders. RCA calls the line "the most extensive ever marketed by a major American manufacturer."

The models in the new 1967 tape recorder line include seven reel-to-reel models, three 4-track cartridge units, two modular tape decks, and two 8-track tape cartridge players. Prices in the line range from \$39.95 to \$229.95.

The corporation plans to support

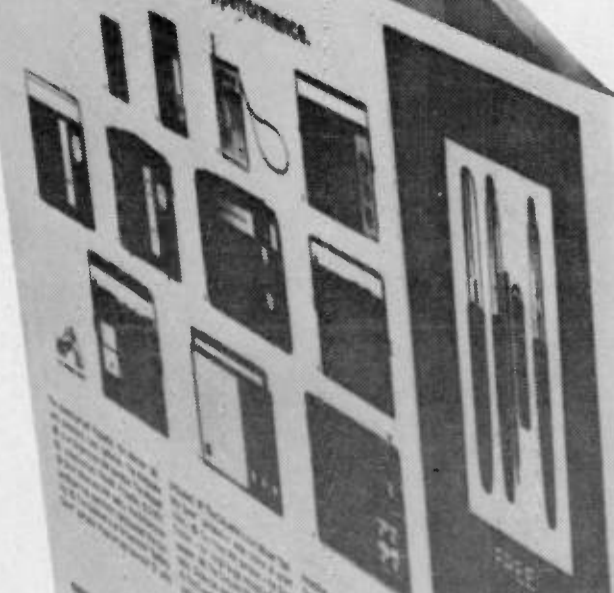
the new tape recorder line with an extensive advertising and sales promotion program. Included in the consumer campaign are advertisements in the leading national publications and spot radio commercials. At the local level, a number of newspaper ads will be placed by RCA distributors. The tape recorder advertising campaign will begin later this month.

RCA also is making a large tape recorder display case available to dealers. The display unit holds nine tape recorders. Another new display case—a counter-top unit—holds a battery-operated tape recorder. Included is a special continuous loop tape that gives the RCA sales message.

**What's all the
cheering about?**



Transistor tubes for power, portability, performance.



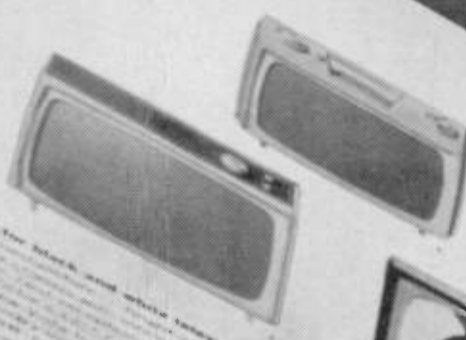
Transistor tubes for power, portability, performance. This section contains several columns of text describing the benefits of transistor technology in RCA Victor TVs.

Supplement to Hour Local Newspaper

RCA VICTOR WEEK



Think you are there!



Choose an RCA Victor portable



RCA Automatic Color Provider

Now... with Automatic Color Controls, New RCA Victor Mark I Color TV for 1967 is aimed at color TV buyers as a push-button color. Just turn it on and electronic controls take over. RCA's Automatic Frequency Control brings in the signal when you want it in plain - automatically. And RCA Victor Automatic Chroma Control keeps the color level constant - automatically. Just set the color and you're done. No more color control knobs. No more color control knobs. No more color control knobs.

RCA Solid Copper Leads

Now... with Automatic Color Controls, New RCA Victor Mark I Color TV for 1967 is aimed at color TV buyers as a push-button color. Just turn it on and electronic controls take over. RCA's Automatic Frequency Control brings in the signal when you want it in plain - automatically. And RCA Victor Automatic Chroma Control keeps the color level constant - automatically. Just set the color and you're done. No more color control knobs. No more color control knobs. No more color control knobs.



Super-powerful Non-Vision VHF Tuner

Now... with Automatic Color Controls, New RCA Victor Mark I Color TV for 1967 is aimed at color TV buyers as a push-button color. Just turn it on and electronic controls take over. RCA's Automatic Frequency Control brings in the signal when you want it in plain - automatically. And RCA Victor Automatic Chroma Control keeps the color level constant - automatically. Just set the color and you're done. No more color control knobs. No more color control knobs. No more color control knobs.



New RCA PERMA-CHROM

Now... with Automatic Color Controls, New RCA Victor Mark I Color TV for 1967 is aimed at color TV buyers as a push-button color. Just turn it on and electronic controls take over. RCA's Automatic Frequency Control brings in the signal when you want it in plain - automatically. And RCA Victor Automatic Chroma Control keeps the color level constant - automatically. Just set the color and you're done. No more color control knobs. No more color control knobs. No more color control knobs.

Now... with Automatic Color Controls, New RCA Victor Mark I Color TV for 1967 is aimed at color TV buyers as a push-button color. Just turn it on and electronic controls take over. RCA's Automatic Frequency Control brings in the signal when you want it in plain - automatically. And RCA Victor Automatic Chroma Control keeps the color level constant - automatically. Just set the color and you're done. No more color control knobs. No more color control knobs. No more color control knobs.

The biggest RCA Victor Week ever!

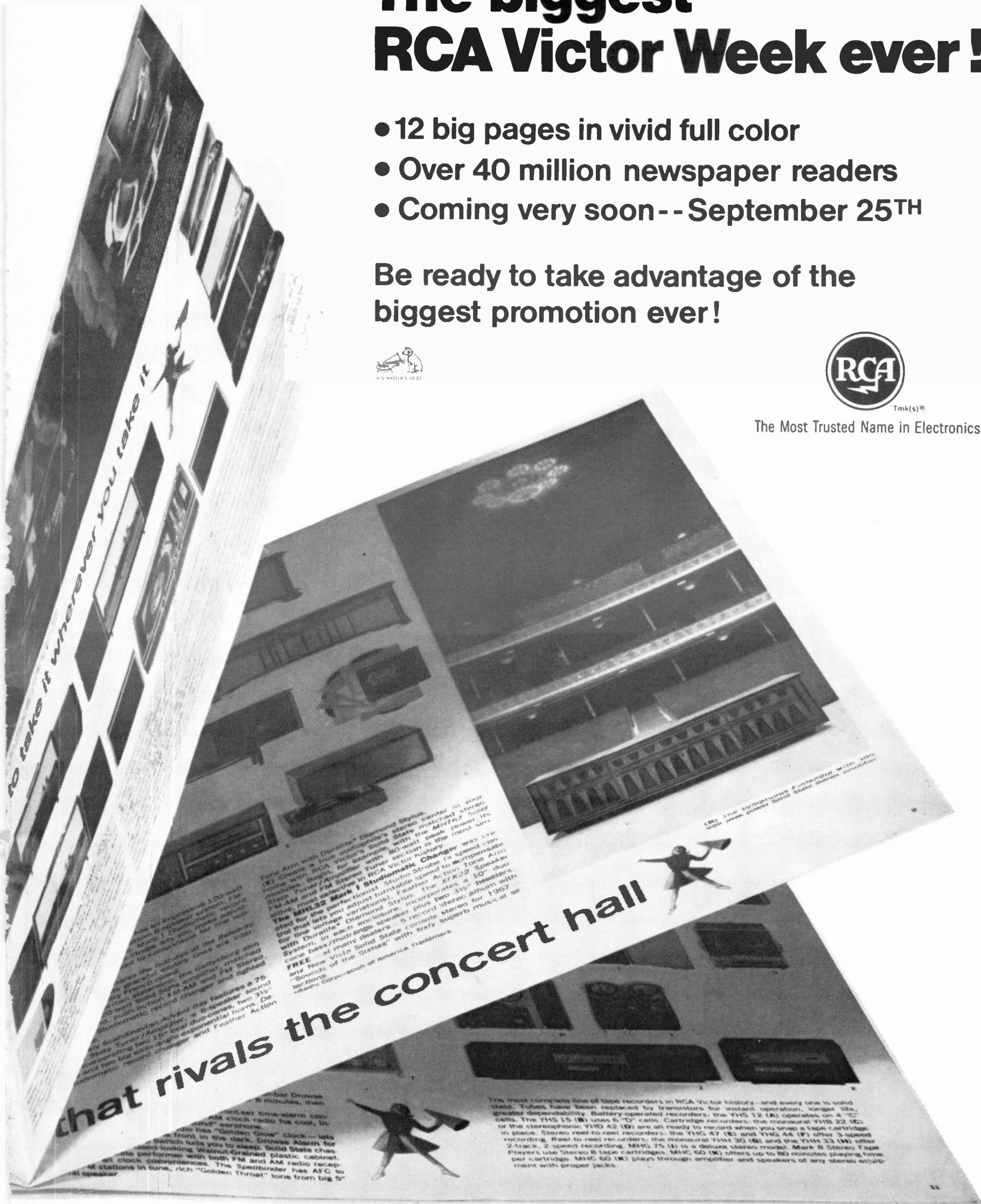
- 12 big pages in vivid full color
- Over 40 million newspaper readers
- Coming very soon - - September 25TH

Be ready to take advantage of the biggest promotion ever!



Tmk(s)®

The Most Trusted Name in Electronics



EEI's 1967 promotion planbook: how it will help retailers sell

The Edison Electric Institute (EEI) has plugged in its 1967 promotional planbook and calendar. EEI hopes the new plans will provide high-voltage, year-round promotional help for retailers.

A main theme for 1967, to be woven into all aspects of the various individual promotions, will be that electric living or specific appliances are . . . "a clean break with the past!" The symbol for the year-round tie-in will be a broken match—an obvious dig at gas appliances and a further reinforcement of the flameless theme that the electrical indus-

try has pushed the past few years.

As in past years, the electric home heating and Medallion Home promotional activity will run all year. Peak months for electric home heating will be March and September, while the peak months for Medallion Homes will be April and September.

A push for home entertainment products—with heavy emphasis on color television—will come in September and October, with the main thrust slated for October. The theme: "Add More Pleasure to Your Leisure Time with Tv (Color)—Stereos, Tape Recorders."

Next year, the 5-month range promotion will peak in April. The theme, "Only Flameless Electric Ranges Offer You Self-Cleaning Ovens," is a direct reference to the fact that the gas range manufacturers have not yet introduced a self-cleaning oven range. The 4-month dishwasher-disposer activity will crest in May to tie in with Mother's Day. The 5-month activity for water heaters will top out in April.

A double-bonus for refrigeration is set for next year. EEI will promote refrigerator-freezers as usual in May, June, and July—with peak ac-

tivity in June rallying round "Buy Big . . . Buy No Frost." In addition, freezers will be pushed in August and September—especially in September. The theme for freezers: "Shop Less—Save More with an Electric Food Freezer."

As usual, laundry equipment will be promoted heavily, with the industry's peak period in October.

The plan for housewares includes campaign activity in the last quarter of the year, with the peak scheduled for October.

Retail material is available. In addition to extensive national advertising that offers retailer tie-ins, EEI is making available in-store promotional materials, filmstrips, various sales brochures, ad layout kits, and display ideas.

The 1967 promotional planbook and calendar also has the support of 17 other trade allies—including the National Appliance & Radio-TV Dealers Assn. (NARDA), the American Home Laundry Manufacturers Assn. (AHLMA), the National Electrical Manufacturers Assn. (NEMA), and U.S. Steel.

The planbook and an ordering and pricing information supplement on promotional materials are available through EEI itself and through some 190 utilities that make up the EEI group. EEI's address: 750 Third Ave., New York, N.Y. 10017.

KEY MOVES

Fedders—The appointment of Thomas J. Williams as mgr of marketing services is made known. Williams comes to Fedders from Midland Ross, where he served as administrative assistant to the director of marketing.

EIA—Three new appointments are announced: Merlin Beatty becomes supervisor of marketing services, marketing services department; Lyman M. Rundlett joins the engineering department as a staff engineer; and James J. Conway is named staff assistant to Tyler Nourse, staff vp of the parts division and staff director of the distributor products div.

Philco—Harry F. Recker is appointed mgr of district sales in the sales and distribution division. He succeeds R. Harris Hesketh, now general sales mgr of the same division.

National Union Electric—Two new directors are elected: Harvey Tullo, who becomes a corporate director and vp-operations of Emerson Television and Radio Co., a division; and Harry C. Mills. The company also names the following new corporate officers: Joseph V. McKee Jr., executive vp; David S. Loudon, vp-finance and treasurer; Robert P. Dole, assistant vp and assistant general mgr, Eureka Williams division; and Morton P. Rome, secretary.

Setchell Carlson—Two new members of the engineering staff are announced: Don M. House is named director of engineering and Harry E. Hansen becomes mgr of quality assurance.

Hotpoint—Theodore F. Beekman is appointed mgr-utility sales development, a new position in the distribution sales operation.



**A
sure
fit**

A precision fit and trouble-free operation are ways your service department saves time and money . . . avoids return trips and callbacks . . . keeps customers satisfied. And the proven way to save is with genuine renewal parts from General Electric. Can you afford to substitute?

Take an automatic-washer water valve, for instance. You could fidget and fiddle with a dozen or more substitute parts in repairing a water valve. But G.E.'s one-piece replacement water valve eliminates the fuss. It's designed to original high standards for fit and



**assured
operation**

long-term service. And that's profit in the pocket for you. All genuine General Electric renewal parts are built with care. Chances are you won't need the warranty. But it's there . . . our way of saying we're sure it will operate.

Don't substitute. Ask for genuine renewal parts from your General Electric parts distributor. 830-26A

**Only genuine G-E parts are
made to original specifications**

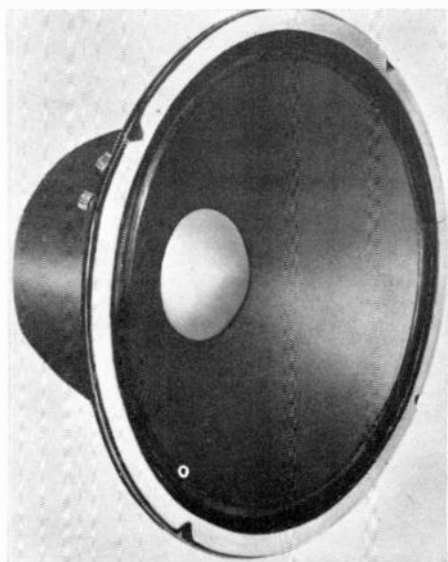
GENERAL  ELECTRIC



□ □ Major's phono/guitar amplifier alternates as a regular record playback unit and as a guitar amplifier by the flip of a switch. The combination unit, model DD110G, features a deluxe BSR automatic changer, four audiophile controls, heavy-duty Alnico V speakers, a 20w solid-state amplifier and preamplifier, and an electric guitar. Suggested retail price is \$99.95. Major also has a new 8-track stereo tape cartridge player, at \$139, and a line of monaural and stereo portable phonographs ranging in price from \$44.95 for a compact, solid-state monaural model to \$134.95 for a solid-state AM-FM combination radio and phonograph. *Majorette Enterprises Inc., 1776 Eastern Pkwy., Brooklyn 33, N.Y.*



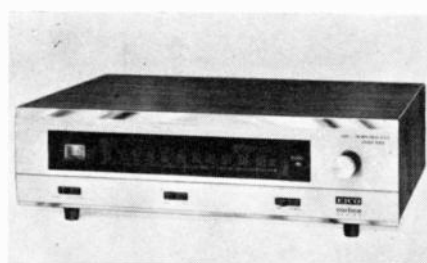
□ □ A stereo cartridge tape player for the auto that accommodates both 4- and 8-track tape cartridges is being offered by Tenna. The compatible unit, called Tenna Stereo, has silicon transistors and manual and automatic track, or program, selectors. A foot selector also is offered. Other features include an illuminated program indicator and a self-closing cartridge door for when the player is not in use. Suggested retail price is \$129.95. *Tenna Corp., 19201 Cranwood Pkwy., Cleveland, Ohio.*



□ □ Altec's 12-inch speaker is designed for use with a guitar and other sound-amplified musical instruments. The speaker, model 417A, has 8-ohm impedance and comes with an aluminum dome, which is used to improve sound crispness. It is available through music stores and Altec's authorized hi-fi retailers and distributors. The unit carries a suggested retail price of \$57. *Altec Lansing, a division of LTVling Altec Inc., 1515 S. Manchester Ave., Anaheim, Calif.*

□ □ A portable stereo tape recorder is being offered by Arvin. It can be played on AC current or batteries and has 13 transistors. Two detachable speaker boxes house 5 1/4-inch oval speakers. Other features include hyperbolic contour record, playback, and erase heads; an automatic tape lifter; two VU meters; three speeds; and a digital counter with reset button. The stereo unit, model 67L39, has a charcoal black case and comes with two microphones. The suggested retail price is \$159.95.

Arvin also is introducing to its line a new all-channel 19-inch portable television set with solid-state circuitry. The set, model 67K58, carries a list price of \$159.95. *Arvin Industries Inc., Columbus, Ind.*



□ □ EICO's FM/MPX stereo tuner has solid-state components and automatic time-switching multiplex circuitry. Other features include an incandescent indicator light, manual mono-stereo switching, and a D'Arsonval tuning meter. It lists at \$89.95 in kit form and at \$119.95 wired. *EICO Electronic Instrument Co. Inc., 131-01 39th Ave., Flushing, N.Y.*

□ □ A portable recorder/radio combo is being offered by Lafayette. The unit, model RK-60, is a 2-speed dual track recorder with an AM radio. Direct recording from the radio is possible without external attachments. Other features include solid-state circuitry, a microphone with an on-off switch for remote operation, playback tone control, a built-in 3-inch by 5-inch hi-fi speaker, high-speed fast forward, and a record level and battery condition meter. Frequency response is 100cps to 8,000cps, and wow and flutter are less than 0.35%. Suggested list price is \$69.95. A similar model tape recorder without AM, RK-55, is \$49.95. *Lafayette Radio Corp. Electronics, 111 Jericho Tpke., Syosset, N.Y.*

Arvin adds two new "Pros" to the Profit Line!



Arvin Solid State Stereo Portable Phonograph with Two Detachable Speakers

Exciting custom styled stereo portable that converts to streamlined luggage-look carrying case. Solid State instant play dual channel amplifier guarantees cool operation and long set life. Two 4" stereo speakers may be separated for room-filling sound. 4-speed automatic changer plays records of all sizes and speeds. The changer features a turnover cartridge, balanced rubber-matted turntable and automatic shutoff after last record.

Model 67P19, Charcoal with Silver Trim Sugg. retail \$59.95

Arvin Solid State Stereo Portable Phonograph with 4 Speakers in Two Detachable Speaker Enclosures

There's big console sound in this new slim space age portable. The speaker lids fit over the amplifier-changer unit to close for travel. Solid State instant play, cool operating AC dual channel amplifier delivers peak music power. 4-speaker system in electronic crossover network separates for extra stereo effect. Deluxe automatic changer plays all sizes and speeds and shuts off completely after last record. Accurate tracking lightweight tone arm is equipped with ceramic cartridge, Diamond LP stylus and rubber matted turntable.

Model 67P69, Grey with Silver Trim Sugg. retail \$99.95



Arvin Solid State Stereo Portable Phonograph in Genuine Walnut Trim with 4 Speakers in Two Detachable Speaker Enclosures

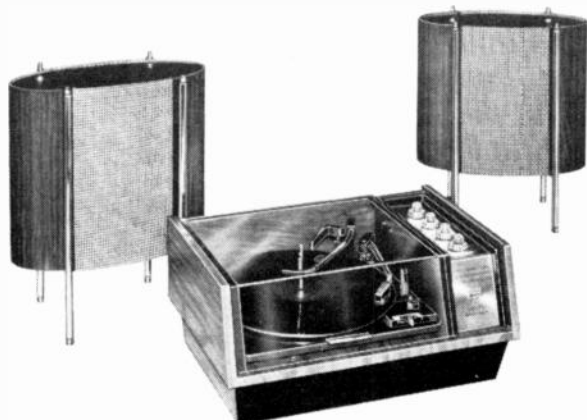
This console quality high fidelity stereo portable looks smart in any room—or fit the speaker units over the case and it travels like fine luggage. Instant play, cool operating Solid State amplifier delivers big concert hall sound. 4 matched balanced speakers in an electronic crossover network separate for added stereo excitement. Professional Garrard 4-speed changer features low mass arm, turnover ceramic cartridge and Diamond LP needle. 11" turntable is rubber matted to protect records.

Model 66P79, Black with Genuine Walnut Trim Sugg. retail \$124.95

Arvin Solid State Professional Amplifier and Separate 4-Speaker Stereo System

Stereo sound comes brilliantly alive in this professional-type unit. The amplifier and changer are housed in a single space saving Genuine Walnut Veneer cabinet. The dual channel Solid State amplifier, powered by 10 transistors and 2 diodes features instant play, dependable performance and true "living sound." Audio circuits are the advanced push-pull type. Auxiliary tuner switch and two extra speaker jacks for four-speaker unit operation are provided. Automatic 4-speed Garrard changer with Diamond needle and 11" turntable is protected by Plexiglas top.

Model 66P98A, Amplifier Unit, Genuine Walnut Veneer Sugg. retail \$149.95
Model 66P98S, Two Matching Speakers, Genuine Walnut Veneer Sugg. retail \$ 69.95



Arvin Value begins with Quality in Home Entertainment

As Nationally Advertised In: Life, Look, Newsweek, Sports Illustrated, Sunset, Time

For complete information, write, wire or call ARVIN INDUSTRIES, INC., Consumer Products Division, Department E-9, Columbus, Indiana
Visit these permanent show spaces:
Chicago, Merchandise Mart—1477; New York 230 Fifth Ave.—612;
San Francisco, Merchandise Mart; Hollywood, 1025 N. Highland Ave.;
Arvin Sales Dept., Columbus, Indiana.



RADIOS

TELEVISION

PHONOGRAPHS

TAPE RECORDERS

Why are Hotpoint dealers moving so many washers this year? 2 to 16 lb. flexibility, *or better profit-margins?*

Yes.



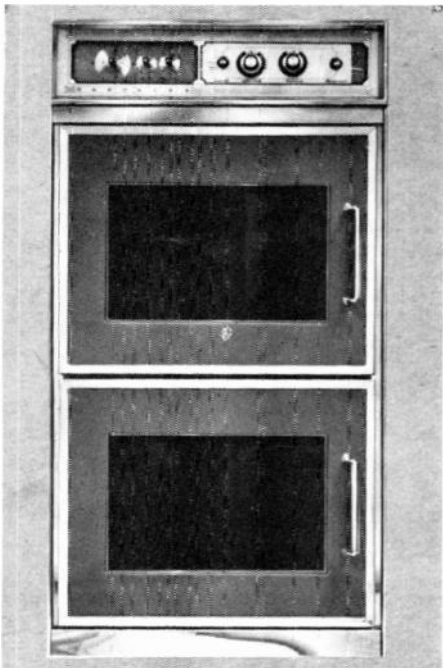
It's easy to make real money on the Hotpoint washer line. And there are lots of reasons why. Hotpoint delivers bold, traffic-getting local programs — action-proved national advertising — ever-decreasing service-call rates — unbeatable pricing. But most important, Hotpoint has the features that make it easy to step up the “fat” profit sale. 2 to 16 lb. flexibility. All porcelain finish, outside and in. Full-featured, multi-speed/multi-cycle machines that are really outstanding bargains in all key price ranges.

Hotpoint washers have EVERYTHING it takes. From any point of view, it's the line customers just have to say “yes” to.

Hotpoint

first with the features women want most

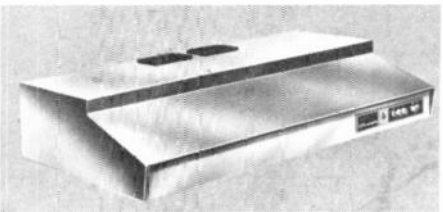
HOTPOINT—GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644



□ □ A deluxe, double electric oven being shown by Rangaire features automatic delayed cook and keep-warm and thermo-warm and thermo-roast control with a meat probe. The unit's two full-size ovens come with individual thermostats, which permit the ovens to be used separately or simultaneously. The oven doors are available in two styles: a reversible side-swing model and a removable down-swing model. The doors come solid or with glass windows and are finished in a choice of six Rangaire colors trimmed with satin chrome. *Rangaire Corp., Cleburne, Tex. 76031*



□ □ A tape cartridge player/recorder for 4-track cartridges is being offered by Telephone Dynamics. The unit, called the Nassau Mark II, is designed for use in auto and home. Recording is done with a microphone or through a direct connection with a home source, such as an FM tuner. Features include an automatic cartridge lock, illuminated recording level meters, automatic recorder shut-off at the tape loop end, and 5w output. *Telephone Dynamics Corp., North Bellmore, N. Y.*



□ □ A kitchen range hood in contemporary styling is being offered by Chambers. The unit, model CH-202, is designed to blend with modern appliances. It features a twin squirrel-cage exhaust, a permanent aluminum filter, 2-speed push-button motor switches, a recessed light and light switches, and a jeweled indicator light. The size of the units is 30 inches by 36 inches by 42 inches, and it is available with a brushed-chrome front panel and a selection of Chambers finishes. *Chambers Corp., Cleburne, Tex. 76031*

□ □ Switchcraft has a new display unit for use by hi-fi and radio-tv retailers. The point-of-purchase unit (M-74) is a wall or counter display fitted with Switchcraft audio accessory items. All of the items are packaged in blister-packs and prominently labeled as to function and application. Among the products displayed are audio cables, coiled cords, plugs, jacks, and adaptors. The unit is compact—2 ft. by 2 ft.—with a 2-color design on pegboard. Each M-74 display includes "automatic" inventory cards that tell at a glance what items need replacement. The display is part of a package deal that includes a selected stock of audio accessories. *Switchcraft Inc., 5555 N. Elston Ave., Chicago, Ill. 60630*



□ □ Seven new 36-inch gas ranges have been introduced by O'Keefe & Merritt Co. All of the new models feature step-top controls: Burner oven, and griddle controls are on a lower level in front, facing up, for easy access. The Kool Kontrol panel eliminates stooping to read temperature settings and it puts the controls out of the reach of small children. An exclusive new Bar-B-Q Broiler is introduced on some models. Large built-in griddles are Teflon-coated on deluxe models. Some models are available with Signal Timer clocks and others feature Temp-O-Matic clocks that turn the oven on automatically at any pre-set time. *O'Keefe & Merritt Co., 3700 E. Olympic Blvd., Los Angeles, Calif. 90023*



GO-GO CORDLESS WITH BSR

This little BSR motor powers a great selling concept—for the phonograph industry (and for you)! First miniature 'go-anywhere' battery motor with big-motor capabilities. Dependable extra power for all changer and player functions. Precision-balanced—and its governor assures constant speeds with full fidelity to the end of battery life! It's the great little heart of the BSR Minichanger—now delighting millions of go-go teens, tweens and adults in fully lightweight, compact, carefree, cordless/AC automatic portables! (Minichanger is 40% lighter, 35% smaller, highest in U.S. changer sales and lowest in service costs!)

Know a better way to sell phonographs profitably?



PRECISION-CRAFTED IN GREAT BRITAIN BY BSR LIMITED • DISTRIBUTED IN THE U.S. BY BSR (USA) LIMITED, BLAUVELT, N. Y. 10913
In Canada Musimart of Canada Ltd., 970 McEachran Avenue, Montreal 8

When your customers buy our color TV, they'll see red.

But only on the screen.

And that's what we're telling them.

In ads like the one below running week after week throughout the year in TV Guide, Life and Saturday Evening Post.

We feel that's the best way to brighten your sales.

And add color to your profit picture.



At Emerson, we don't just
build color TV sets.
We overbuild them.

It's a basic fact of TV. The more power that goes into a picture tube, the brighter the picture that comes out.

That's why we take the chassis (the guts and power of a TV set) from our high performance 25-inch consoles and put it together with a 19-inch picture tube.

By itself, the extra power—25,000 volts—would give the 19-inch color tube a brighter picture.

But our rectangular color picture tube (the new shape gives you more picture in less cabinet) is constructed of rare earth phosphors. This in itself assures you a brighter picture. Together they—the extra power and new tube—give you more.

And then come 52 inspections, checks

and tests. By inspectors. By inspectors who inspect the inspectors. And by electronic testing equipment.

All together you get still more. And isn't that what you want for your money?

* Model 29P02 180 sq. in. viewable area.



 **EMERSON**
A Subsidiary of National Union Electric Corporation

NBC survey draws a sharp profile of the 1966 New Consumer

NBC research has released a study—"Who Are the Owners and Prospective Buyers of Color TV Sets"—which is based on the 1966 Brand Rating Index Report. This recent study draws a profile of today's customer for color television and helps define the New Consumer of 1966 for today's retailer.

According to the study, color set owners in December, 1965 (when the study was conducted) had a median annual income of \$9,264. This figure was 47% above the median U.S. income of \$6,287.

Those who plan to buy color tv sets in the next two years, the study found, have median incomes of \$8,630. This is slightly below the income of the current owners, but still well above the median income of the general population.

Current color tv set owners and, to an even greater extent, prospective set buyers are centered in the "young adult" 25-to-49-year age bracket. Also, prospective buyers have larger families than current owners.

Twice the proportion of color set owners (43%) as of the general population (21%) have incomes of \$10,000 and over.

Color set owners are better educated than the general population, no doubt reflecting in their higher incomes. Prospective color tv buyers have practically as high a level of education as current owner.

Where the potential buyers are was also studied in the survey. The North Central and West regions of the country account for a relatively high proportion of color set owners (56%), as compared to the general population (44%). However, indications are that the Northeast region of the country, which currently is a comparatively weak color market, will be the center of considerable future color tv set sales growth. This region accounts for 31% of all prospective set buyers.

The South does not appear to be as promising a growth sector for color tv as the Northeast. Only 23% of prospective buyers are located in this area.

The data in the study also showed that prospective buyers of color tv sets are generally concentrated in major metropolitan markets. The survey found that 47% of the prospective color tv customers live in the 26 largest metropolitan areas or areas with an excess of 850,000 residents. In areas of over 120,000 population, the study found 28% of the potential buyers of color tv sets. And in the remaining less densely populated areas live 25% of all prospective buyers.

The number of homes with color tv sets as of July 1, 1966, according to another survey by NBC, is estimated to be at the 6,780,000 mark. This total represents an increase of 3,270,000 color households, a gain of 93% over the July 1, 1965, figure of 3,510,000.

Noting the accelerating rates of production and sales, Hugh M. Beville Jr., planning vice president of NBC, restated the network's earlier prediction that the color tv audience would approach 10 million homes by the end of 1966. He discounted recent component supply

problems as temporary and not likely to seriously affect the year-end total.

These estimates, says NBC, are based on a variety of authoritative industry sources and special surveys that encompass such factors as color set production; inventory at the factory; distributor and retail levels; and set scrappage.

The July estimate of color households is the seventh of a regular series released quarterly by NBC. According to the NBC figures, households with color tv represent 12.3% of all households in the U.S. with any sort of television. This compares with 5.3% as of July 1, 1965. At the first of this year, the percentage stood at 9.6%.

Caloric—Major manufacturing executive and management promotions are announced: William S. Fisher moves to vp, special services; Joseph P. Klein to vp, manufacturing; Tibor I. Egervary to mgr, manufacturing engineering; Irvin F. Schade to factory personnel mgr; Leonard R. Constantine to manufacturing mgr; and James Bollinger Jr. to manufacturing supervisor. In addition, three new regional mgrs and 12 district mgrs are appointed: Lawrence Johnson, formerly zone mgr of the Los Angeles zone, becomes regional mgr of the newly formed Western region, which includes California, Arizona, and Nevada; Edward Ward, formerly district mgr in New Jersey, is pro-

moted to regional mgr of the newly formed Midwest region headquartered in Chicago; William McRee moves from district mgr, San Antonio, to regional mgr of the new Great Plains region headquartered in Denver.

The new District mgrs are: William J. Bauer, New Jersey; William Taschner, Delaware Valley; William Follett, New Jersey; Robert B. Engel, metropolitan New York; Harry J. Harms, Long Island; Jack L. Best, Philadelphia; John Adams, Atlanta; William L. Staton, West Virginia; Ralph Gibbs, Utah; Lou Hinds, Lunwood, Calif.; Irvin Perry, Orange, Calif.; and James Sanders, San Clemente, Calif.

PROVEN FOR PERMANENT PRESS!

New inside and out, the New Reliables give you more to sell, and give your customers more reasons to buy. Both washer and dryer are proven performers with the new no-iron fabrics. More than just re-labeled dials, Hamilton's permanent press care includes special de-wrinkling cool down periods to assure ideal ready-to-wear results.

And Hamilton gives your customers a wider choice of water levels, wash programs, drying cycles and temperatures to launder all fabrics safely—automatically.

In styling, Hamilton leads the field with a sculptured cabinet design, wood-tone trim and smart stereo control panels. And only with Hamilton can you match five washer

models with either of two complete dryer lines, the modern-size Holiday and the full-size Heritage.

With new performance, new styling and new features, the only things that haven't changed are Hamilton's quiet reliability—and the fair-share profit you make on every Hamilton sale. Get the full story on the New Reliables by calling your Hamilton distributor today.

Hamilton[®]
HAMILTON MANUFACTURING CO. TWO RIVERS, WISCONSIN

EXTRA CARE makes the quality difference at Zenith



We pay this man to steal our products

A man slips out of the Zenith shipping room several times a day with packed products taken at random. His purpose: to check everything—from product appearance and performance to the final packaging—from the customer's viewpoint. For example, if it is a Zenith Color TV set, it undergoes accelerated life tests.

Our Quality Assurance engineers operate TV sets for days in "on-off" cycles at abnormally high 126 volts in a room often above 100°F. To detect potential shorts, exposed metal parts are tested at 1080 volts—triple the UL requirement. Extra care like this makes the quality difference in Zenith Handcrafted TV.



ZENITH The quality goes in before the name goes on®

WRH

New 'swinger' in servicing *continued from p.7*

the sale of new appliances, as well as other merchandise.

Many stores, says Codner, have workrooms for in-warranty appliance servicing and it would be a natural extension to move into a broader spectrum of the service business. A lot of department stores rely on manufacturers to do out-of-warranty servicing—but many customers, observes Codner, might prefer to have the store handle the repair. Thus, they would be relying on the integrity of the store and its reputation for service and dependability.

This would be particularly important in the case of private-label appliances, says Codner, since the consumer can only identify the purchase with the store. And with more stores moving into private-label goods, the servicing aspect—particularly, who stands behind the product—takes on much greater import.

Sears trucks, notes Codner, scream out the message, "We service what we sell." And despite the fact that Sears appliances do not bear any national brand identification, people will readily gobble up this merchandise because they know that Sears' service stands behind the product.

Unlike its pricing policies on merchandise, a department store need not charge the lowest price in town for service, says Codner, because "service is a blind business." Observes the professor: "It's like going to the doctor. You look for the one who can do the best job, not the cheapest, because the cheapest in the long run could be the most expen-

sive." On the other hand, says Codner, the charge should not be so high as to discourage the sale of the merchandise.

The educator feels rather strongly that people in charge of the service operation should not be under the supervision of the buyer or merchandise manager because they all too frequently are willing to give service away to sell merchandise. In other words—they do not look at service as profit-oriented endeavor.

Underscoring the growth of services, Codner points out that consumer expenditures for radio and tv repair shot up from \$516 million in 1955 to \$1 billion in 1965. And with the multi-number of radios, phonographs and tv sets in today's homes, it is quite possible that the servicing business on this merchandise could eventually be greater than the combined sales of the products themselves.

At last week's seminar, one of the major themes developed by speakers was the necessity of treating the service department as a full-fledged department of the store—not as a stepchild.

John E. Wolf, manager of the leased and cost department of Montgomery Ward, summed it up in this way:

"If a service department is not operated with efficiency and professionalism—if it doesn't project the true image of the store and complement the other merchandise departments—it is better forgotten."

—Dan D. Dorfman

FREE!

The popular **BETTER HOMES & GARDENS** cook book, "Meals in Minutes"—with purchase of a

Dominion oven & Broiler



When customers ask you about this sensational Dominion Holiday Gift Promotion, will you have the profitable answer? See your Dominion distributor soon! Dominion Electric Corporation, Mansfield, Ohio.

Fishing for batteries?



G.E.'s well stocked

From underwater to outer space—wherever you need dependable battery power, you need G-E rechargeable nickel-cadmium batteries.

G.E.'s full line of specialized, sealed, safety-vented cell units have solved hundreds of application problems, usual and otherwise. If the answer to your problem isn't currently in stock, we'll gladly develop a battery to meet your need.

This is another example of General Electric's total electronic capability. Ask your G-E Sales Representative for more information, or for application assistance. Or write to Marketing Section, General Electric Company, Gainesville, Florida.

BATTERY BUSINESS SECTION

GENERAL  ELECTRIC

Eureka network TV will deliver 148,369,320 in-home demonstrations

**Daytime...and now
Nighttime, too!
(On all 3 TV networks!)**

Eureka is ready to break out with the biggest TV advertising campaign in vacuum cleaner history.

Daytime television has already proved itself. Eureka sales are 40% ahead of last year. And now, Eureka's campaign expands into the evening hours—to sell the working women and the men. Every commercial is really a home demonstration—working and selling for you.

Eureka commercials always run inside the shows. They stand alone—not crammed in with a mess of other commercials, station breaks, coffee breaks, etc. Eureka has bought network time. Better time than can be bought locally!

Eureka sales are go!—and going to get better! You have to have Eureka to sell the most. Are you ready?



**Danny Kaye Show
Garry Moore Show
Thursday Night Movie**



**Supermarket Sweep
Ben Casey
The Newlywed Game
The Nurses
Dark Shadows**



**Chain Letter
Jeopardy
Days of Our Lives
The Doctors**

Eureka
the very best in vacuum cleaners

Eureka Williams Company, Bloomington, Illinois
Division of National Union Electric Corporation
In Canada: Eureka Division, Onward Mfg. Co., Ltd.,
Kitchener, Ontario.

****MASS is
the
marketing
message***

We are not putting you on. Housewares is a happening—a constantly changing happening. And the mass market, more than ever, is the marketing message. Like housewares, the mass market is constantly changing.

What sounds like far-out gobbledygook is really a down-to-earth marketing and merchandising approach that centers on the consumer—not on the product.

What is happening in housewares adds up to a brand-new revolution in marketing and merchandising. It is a new way of thinking, a new way of doing business that promises to be with us for some time. With it will come constant consumer change.

“We must learn to see ourselves and our products,” explains Edward P. Reavey of Hamilton Beach, “in context with the constantly changing world of our consumer.”

“We are engaged,” Reavey adds, “in developing, producing, and supplying ‘products and services for better living’ that appeal to the needs, desires, and tastes of the mass of American consumers.”

Retailers talk the same language. David I. Yunich, president of Macy’s New York, describes retailers as the merchants of consumer dreams—who must keep one step ahead of those consumer dreams.

The new revolution is bringing change at all levels; it bears directly on how the manufacturer develops, markets, and promotes the “needs, desires, and tastes of the mass of American consumers.” The manufacturer-to-distributor-to-retailer relationship is changing, too, affecting retail store displays, promotion, and buying habits.

To dramatize this new revolution, MERCHANDISING WEEK is paraphrasing Marshall McLuhan, communications expert, whose speech was the talk of the July show.

We are not trying to put you on. On the contrary, we are showing that the housewares industry is being turned on—in a very real way. □

*by
Ed
Dubbs*



**HOUSEWARES IS
A HAPPENING**

*TELEVISION is

the traffic all-at-onceness

The mass-marketing, mass-merchandising housewares industry has met—and is learning to master—the mass communications media. And television, with its unique quality of “all-at-onceness”—is the traffic.

Television is drawing traffic into stores, replacing retailer-placed newspaper ads as the No. 1 draw. The trend to television will snowball. A few big spenders are forcing everyone else into television.

To Marshall McLuhan, television is a “cool” media that requires consumer participation. (By contrast, newspaper and print are “hot” one-way media.) Television shows housewares being used in the home. It brings the retail demonstration, which is so vital to housewares merchandising, into millions of homes.

Tv's effect on co-op ad money is becoming a major concern of many top retail organizations. Buyers see manufacturers putting more and more of their promotional money into television and less and less into co-op funds. Hamilton Beach created an industry uproar when it threw out co-op money altogether about a year-and-a-half ago. Buyers who have refused to handle the Hamilton Beach line since then will say they do not like the program, but everyone knows what is really meant.

Even manufacturers unwilling to go all the way in tossing out co-op money have shown signs of wanting to at least tighten up on it. Manufacturers claim they are not getting their full benefits from co-op; they charge—rightfully so in some cases—that co-op funds are being pocketed by key distributors and retailers.

Retailers view television's role with mixed emotions, almost fearful of it. They feel that national print ads function as “support” advertising, but, for some reason, they regard television almost as competition. Many buyers fear manufacturers are using television to by-pass buyers, to go over the buyer's head directly to the consumer—thus forcing their hands. Buyers point out that television can be used to create consumer demand for products buyers do not want to carry.

For example, few buyers really wanted to stock an electric peeler a couple of seasons ago. But heavy spot television commercials sent customers into stores looking for the product, forcing many a buyer to take on—though reluctantly—the advertised product. When the commercials stopped, retailers were stuck with unsold peelers. Without television, the product died.

Tv can create false illusions of hot items. Manufacturers saturate major marketing areas with television spots, then tell retailers in other areas how many products key retailers sold. But buyers are beginning to ask: “How much did you pour into tv to get those results?”

Buyers also blame television for forcing up introductory pricing on new products, which increasingly are backed up by heavy tv budgets.

Manufacturers are using tv budgets to promote their way into key positions in certain product areas. Television is changing share-of-market positions almost overnight in some cases. Sunbeam's rise to rival General Electric for over-all housewares sales leadership is credited, in large measure, to Sunbeam's effective use of television. Sunbeam is the industry's biggest tv spender.

The tv revolution means change. Trade sources cite these specific changes in housewares marketing and merchandising:

(1) Strengthening of brand-name images among big-name producers.

(2) Swifter shifts in manufacturers share-of-market ranking in certain product categories.

(3) Concentration of manufacturer ad-promotion efforts behind a smaller group of big-selling, image-building products.

(4) Tightening up of co-op newspaper ad programs.

(5) A television “squeeze-out” of smaller, promotion manufacturers who cannot afford big budgets, leading to more mergers, acquisitions.

(6) Entry of new firms into housewares (e.g., big names in chemicals), firms with money to buy their way into the business via tv.

(7) Retailers using newspaper ads increasingly to present image-building and merchandising themes, rather than to promote products.

(8) More retailers experimenting with spot television as a merchandising media—especially if Carson Pirie Scott's test television campaign proves successful this fall.

*INNOVATION is

the environment

Housewares always has been the innovating industry. Its growth has been built around new product innovation. Now the concept of innovation is being broadened. No longer limited to the development of new products, innovation now encompasses new approaches to marketing, advertising, promoting, packaging, and merchandising the product. Innovation is the total marketing environment in housewares.

The industry is lagging behind in the area of innovation, however, including the traditionally key area of new product development. The housewares industry's sales growth shows signs of slowing down. Right now, the industry needs “another Teflon” and “another slicing knife” to pump new life into its sales growth.

But there are hopeful signs. Both manufacturers and retailers are starting to probe the New Consumer more carefully in an effort to find out what she wants, then to work on trying to give it to her.

“Everything that influences our customers or the mass market affects us,” maintains Edward P. Reavey, Hamilton Beach director of marketing. “As advanced marketers, we have to be alert to changes and note developing trends that relate to consumers' needs.”

“How do we do this?” Reavey asks, in a statement on “Total Marketing.” “The first step lies in sharpening our sensibilities to everything around us, and more importantly, by observing people in their daily occupations. We soak up these ingredients, but unlike a sponge, we examine and keep examining until we observe a constant identification for the consumer needs. Certainly we will apply all the techniques of professional research to validate or invalidate our suspicions of developing changing attitudes that will meet mass market needs or tastes.”

Willard H. Sahloff, General Electric vice president and general manager of GE's housewares division, speaks of “one of the most revolutionary changes in consumers” desires for new products ever faced by manufacturers.” He credits the “sharply up-trending affluence in our society and the increasing ‘convenience orientation’ of consumers.”

There is an answer and it is being provided by consumer-oriented marketers and by market research. They are probing consumer wants, needs, desires, hopes. Market research has turned up new product ideas and has marked out product areas for future industry growth.

The housewares horizon is being widened. Most housewares manufacturers—and retailers, too—were stuck in the kitchen. Today, the housewares industry knows no such territorial limitations. The outdoors looms big now, and in the future household computers may well be marketed as housewares.

“What is housewares?” is a difficult question to answer today. Tomorrow it will be impossible.

Technology is holding back the industry at present. This is the case in two particular areas of new product growth: the entry of solid state, and the development of new cordless electric products. Housewares will go the way of the radio: tiny, cordless, and truly portable. There will be more efficient motors, application of the battery to heating appliances, and development of compact, transistor-like parts. And costs will drop on motors, rechargeable batteries, and solid-state parts.

The job of the manufacturer, as Reavey sees it, is to “create customers, not to sell things.”

“Creating customers by producing satisfaction goes deeper than the functional qualities of the product. It involves confidence. It involves insurance that the purchase was wise. It involves pride of ownership, aesthetics of product and package, the company image and reputation. It includes, too, the feeling of safety, the fun and joy of use and ownership. It includes all these and more in various ways that make up the cluster of ingredients in producing satisfaction.

“Our job therefore is to develop the right cluster of benefits or satisfaction that will result in the successful purchase by the mass customers.”

The job of the retailer is essentially the same.

What is happening in the marketing innovation is that the manufacturer's and the retailer's roles are criss-crossing more than ever. This could signal an era of growing friction between the two, or an era of new cooperation to serve the consumer. Hopefully, it will be the latter.

*HOUSEWARES IS

* **DESIGN is** **the** **product**

Design is clearly the essence of the product for the housewares industry. Along with increasing emphasis on good product design, changes in design and styling will be coming more quickly as the industry seeks to keep ahead, or at least keep up with, the ever changing desires of the consumer.

Three important design trends are underscored by the actions of Hamilton Beach, General Electric, and Sunbeam. And a fourth major manufacturer, Westinghouse, clearly has used product design effectively in seeking to cut out a bigger share of the electric housewares market.

The Hamilton Beach "hole-in-the-handle" knife underscored a number of marketing facts-of-life.

(1) That a manufacturer need not necessarily be first on the market with a new item to gain sales leadership in that product category.

(2) The importance of a feature, gimmick, or what-have-you that sets a manufacturer's product apart from all others on the market.

(3) That consumers want good looks and elegance in products along with the more practical qualities such as convenience.

(4) That one well-designed product can greatly strengthen a brand image and help the sales of other products in the manufacturer's line.

(5) That a smaller manufacturer, by concentrating its efforts, can take on, and score a coup over, the giants of the industry.

Sunbeam's new line of percs tells another design and marketing story:

(1) That manufacturers are tending to do their own "cherry-picking" in developing lines designed to meet the requirements of the mass consumer market, rather than worry about the specialty business.

(2) The importance of offering a styling choice to a mass market that is seeking to express individuality.

(3) That product design and choice—Sunbeam's Style I through Style V—can be marketed with flair.

GE is the quick-change artist in the housewares design business, although Sunbeam, too, has been restyling its product line at a quickening pace. Although the housewares industry is still far from the yearly style change (a la Detroit's auto in-

dustry), the styling changes are coming quicker and quicker.

The search for new features for current products is being conducted as furiously by manufacturers as is their development and research for new product innovations.

Look at the history of hair dryers—a fascinating history that shows how design changes can keep pumping new life into an old product. First, Sunbeam put the plastic bonnet on the old hand-type hair dryer and restyled it for the modern, go-go housewife. Then Schick went the professional route with a hard-top model. Now Schick is following up with the added convenience of a "beautifying mist" that turns it into a multi-purpose beauty appliance.

Westinghouse is rebuilding through product design emphasis—not only in housewares, but in major appliances and consumer electronics, too. In housewares, Westinghouse has been taking it product-by-product, and has already revamped its heaters, fans, vacs, frypans, and percs. And in July, Westinghouse took the innovator glory away from GE with its Steam/Press Valet.

The design revolution is bringing many changes, among them:

(1) Concentration of marketing efforts behind certain well-designed products. (Concentration is not to be confused with specialization.) In the long run, the "concentration" marketers, such as Hamilton Beach, have no plans to specialize.

(2) A new plan of action for the smaller firms seeking to gain a more important role in the industry through "concentration" of marketing efforts—which include product design.

(3) The necessity of promotional housewares manufacturers styling up their lines to keep abreast with the changing consumer.

(4) The entry of new firms into the housewares business via the backdoor route of research and development. (SCM Corp.'s purchase of Proctor-Silex undoubtedly was influenced—at least in part—by space-age research findings that SCM considered adaptable to consumer goods. The same factor is leading the chemical companies into the housewares business. Sylvania is currently researching the housewares business, believing it can at least sell component parts to housewares manufacturers, should it eventually decide against entry into the business.)

* **THE SHOP is** **the** **retail** **media**

The shop is the retail media for displaying and merchandising housewares, but its marketing message goes much deeper. The shop merchandising approach is bringing changes that affect manufacturers as well as retailers, and ultimately, of course, the consumer.

For the consumer, the shop is convenience of go-together merchandise grouped in one location and displayed with a fashion flair. It can help make shopping more exciting and more fun.

For the retailer, the shop is a profit-maker because of the added consumer convenience and the fashion-flair atmosphere that makes price take a backseat. It can bring an intimate feeling to even the largest institutional-like retailing organization. (If any retailer needs "shops," it is Sears.)

For the manufacturer, the shop is an opportunity to adopt a marketing program built around a full-line shop concept, and a chance, perhaps, to even become a quasi-leased department operator in a retail store.

How the shop will evolve remains largely to be seen, but there are indications that the shop marketing concept may be turned into somewhat of a leased-department arrangement between big manufacturers and big retailers. For example, Macy's New York is experimenting with a furniture manufacturer for a shop to show its Early American line. The manufacturer reportedly is footing the entire bill for remodeling and is also providing display pieces. The manufacturer also will back up the shop with special services, including vendor delivery.

The shop concept is more than 10 years old in housewares. Macy's New York, for example, set up its first housewares shop—the Paper Shop—back in 1955. However, it was the blooming bath shop that really turned the shop into the retail media for housewares.

Housewares manufacturers are adapting to the shop merchandising approach. For the bath shop, manufacturers are seeking to become full-line producers with a program de-

signed to encourage retailers to deal with one manufacturer as a major source. Detecto went this route when it purchased Para, adding shower curtains to complete its bath line.

Floor care producers, too, have sought to go the shop route by entering the replacement bag business and the household chemical field. Floor care manufacturers also have sought to develop Floor Care Center display units for retailers, but have been most successful in getting them into smaller stores, and have largely struck out with the big accounts.

In the cookware field, Corning has been highly successful in getting the large department stores to set up Corning Shops. Corning has been using retailers to test new concepts for the Corning Shops, including a test at Bamberger's in New Jersey aimed in getting more back-up stock on the sales floor. The Corning Shop at Macy's New York looks like a leased department and its staffed, of course, by Corning sales specialists.

Rubbermaid has had success with a modified shop concept not only with the major department stores but also the variety chains. Ekco Housewares is promoting an ambitious shop concept built around a wide variety of cookware, serving accessories, and gadgets.

Westclox has been able to break the big-store barrier, too, with some of its deluxe display units going into key account outlets. The clock product category is ripe for further shop exploration by both manufacturers and retailers.

Electric housewares manufacturers also plan to step up their shop marketing tactics for personal care electrics and cordless electric products. The reason is simple: There are now enough good-grooming and cordless electric products in a manufacturer's line.

The message of the shop, however, primarily lies in the opportunity it offers manufacturers to work closer with retailers in building a more attractive retail showcase for the industry's products. And for the manufacturer to be successful, the shop approach must be backed up by a strong program designed to appeal to retailers: display units that are flexible enough for a store to tailor its needs and images; as well as a stocking program tailored to the retailer's requirements; plus backing up the effort with sales specialists. ◀

A HAPPENING

* **PROFIT is**
the
retail
mix

Profit is the retail mix, the assortment the buyer puts together. And buyers have been playing up the profitable lines and playing down the unprofitable ones for some time. Finally, manufacturers have gotten the message.

There is a new profitable mood at work in the housewares industry, and, although it has been in the making for some time, it appears to be coming to a fuller bloom.

Buyers are convinced that, for the most part, manufacturers are now genuinely working to improve retail profits, if only because it has become good business to do so.

On many an electric housewares line, buyers are making a 30%-or-better markup, still behind the 35% most make on private-label goods, but certainly better than the 3% to 5% markup they averaged on the top brand-name lines five years ago.

There is still room for improvement, especially on the regular lines of the big-name electric housewares manufacturers. But here, too, price-cutting is dying—although slowly.

Low-price ads are losing their punch. Buyers cite a number of reasons: over-all retail emphasis on trading up the customer; consumers less concerned over a \$1 or \$2 saving, fewer price-yelling newspaper ads, increased use of consumer refund and premium offers that help to blunt price, and growing consumer "distrust" over merchandise priced too low to indicate quality.

Retailers have pared costs for a more efficient housewares operation. (They also have "encouraged" manufacturers and distributors to assume more of their costs.) For the most part, housewares retailers are working on closer, if not tight, inventory. Many manufacturers have helped working inventory programs.

The distributor is being helped by retailer efforts to cut costs, especially working on smaller inventory investments. Distributors are getting their lines into department stores and other key accounts even when the line is available to the retailer on a direct-sell basis. This is pointed up by many department

stores going with Proctor's Citation index through distributors, rather than its direct-sell Starflite line.

There is less hypocrisy on the part of discounters, too, these days. Whereas once they proclaimed they would not handle price-protected lines (even though they probably carried Corning and one or two others), discounters are adding more and more price-protected lines and are holding the line.

Even the promotional electric housewares manufacturers, such as Roto-Broil Corp. of America, are winning retail shelf space because of markup rather than low-price drawing power. The retail promotional money is going, increasingly, behind the low-end models in big-name manufacturers' lines.

Smaller manufacturers have found they have little to offer retailers but profitability. They cannot provide big television budgets, a big name on which to draw consumers, or the expensive promotional support, such as demonstrators, provided by the big-name housewares manufacturers.

Assortments have been upgraded greatly within the past two years by major department stores, which actually are no longer competing with the discounters, or compete on only a dozen or so models. A consumer cannot buy a low-end hot plate at Macy's New York; everything is a profitable buffet range. Korvette stocks hot plates—but reportedly makes a good markup.

p.s.

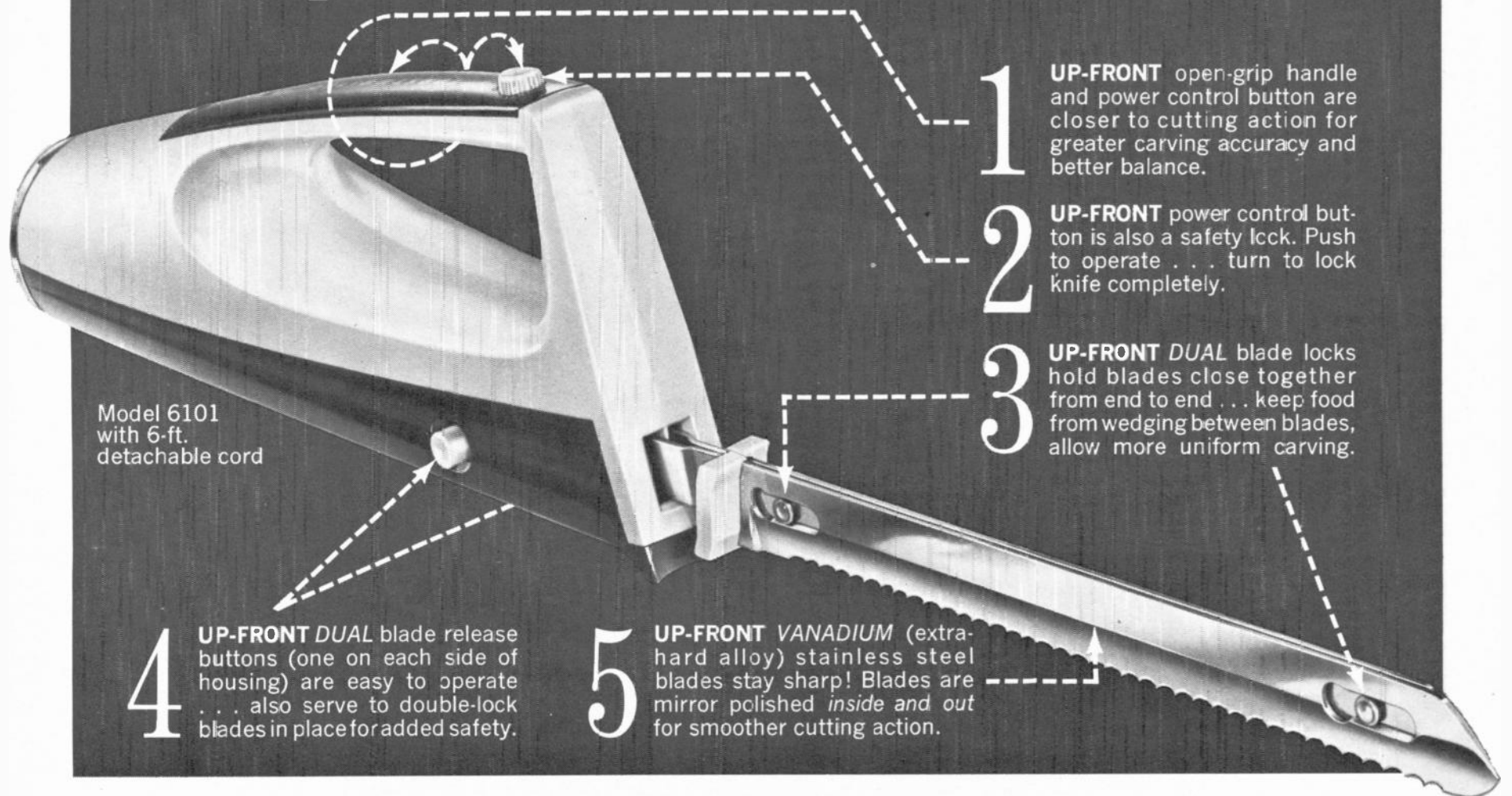
...MARSHALL McLUHAN

Marshall McLuhan, communications expert, university professor, and author of *Understanding Media: The Extensions of Man*, is either a high-brow con man or a first-rate cultural critic. He has been glorified in *Life*, satirized in *Esquire*. His speech at the Design in Housewares Award banquet made him the talk of the July Housewares Show; he created the only controversy in the trade that week. But what McLuhan is trying to do—understand modern man and his environment—is what the housewares industry is trying to do by adopting a consumer marketing approach; it might be titled: *Understanding Consumers: The Extension of Housewares*.

* **HOUSEWARES IS**
A HAPPENING

New Electric Knife by TOASTMASTER®

5 up-front features give you the sharpest sales story in the business!



Model 6101 with 6-ft. detachable cord

1 UP-FRONT open-grip handle and power control button are closer to cutting action for greater carving accuracy and better balance.

2 UP-FRONT power control button is also a safety lock. Push to operate . . . turn to lock knife completely.

3 UP-FRONT DUAL blade locks hold blades close together from end to end . . . keep food from wedging between blades, allow more uniform carving.

4 UP-FRONT DUAL blade release buttons (one on each side of housing) are easy to operate . . . also serve to double-lock blades in place for added safety.

5 UP-FRONT VANADIUM (extra-hard alloy) stainless steel blades stay sharp! Blades are mirror polished *inside and out* for smoother cutting action.

Make no mistake! The all new Toastmaster electric knife is *not* "just another model". Fact is, it's loaded with convenience features your customers can't find on any other electric knife. Besides the outstanding new up-front features listed above, the Toastmaster carving and slicing knife is *safety balanced* to tilt

blades up and away from food the instant power button is released. Has a built-in table rest, and comes complete with plastic blade shield and 6-foot *detachable* cord.

So with all these features (plus Toastmaster TV advertising on this new knife), you can really get cuttin'! See your Toastmaster distributor today for details.

TOASTMASTER

Portable Vacuum Cleaner . . . complete with attachments

A new, "above the floor" cleaner with beautiful charcoal Cyclac housing. It's lightweight (only 3 $\frac{3}{8}$ lbs.), has easy-to-hold open handle with thumb tip power button, strong suction. Handy shoulder carrying strap and 12 ft. cord make it easy to maneuver, anywhere. Packaged complete with 8 attachments. Designed and priced to sell on sight—in volume!

Every home, boat, car, truck, mobile home owner is a prospect!

TOASTMASTER®

. . . where one good thing leads to another



Toastmaster Division • McGraw-Edison Company, Elgin, Illinois • Toasters • Coffee Makers • Broilers • Irons Fry Pans • Portable Vacuum Cleaners • Waffle Bakers • Mixers • Blenders • Can Openers • Hair Dryers Hair Clippers • Vibrators • Shoe Polishers • Power Tools • Fans • Heaters • Humidifiers • Electric Knives





**How can
a slim, perky, attractive,
fresh-looking tape recorder,
that has won the heart
of America, be made
even better?**

Here's how!



One glance at the Wollensak "5710" tells you what's new. Styling this year is cleaner, more finished, smarter-looking. Even the powered push buttons are now contoured to fit finger-tips, control tape better. Inside, you'll find other important changes, such as positive self-adjusting brakes, balanced-torque motor. What all of this adds up to is simple: a smooth-running, compact, "little" tape recorder... with a sound big as that of its biggest brother. No wonder the "5710" makes hundreds of new fans every month!

Unique Wollensak "Control Central" puts all controls in a handspan. Program locations are found faster, because of new four-digit tape counter and high-speed search control. Better tape control ensured by finger-tip contoured, power-activated push buttons.

Handsome, silver-toned face plates and trim add a richer, more finished look. Improved reel spindles deliver faster, easier threading. $7\frac{1}{2}$, $3\frac{3}{4}$, $1\frac{7}{8}$ IPS provide a tape speed for every use from hi-fi to long play.

Solid-state circuitry eliminates overheating; means instant start-up and trouble-free service. Tape transport improvements and self-adjusting braking system add to long-term reliability. Unit also features an easy-to-read VU meter, that makes critical volume settings precise.



Wollensak 3M
COMPANY



A farewell to amps

It was just another warm July Saturday, the start of a three-day holiday weekend. The 10 a.m. weather forecast was routine; the heat would continue—temperature already in the high 80s reaching for the 90s.

The veteran salesmen were of one opinion: any potential air conditioner customer had long since made his purchase during the dog days of June. Any citizen in his right mind would be well on his way to mountain, beach, or pool, leaving to the retailer the ambling, time-killing, weekend stay-at-home. The salesmen shook their heads.

At 11 a.m., the log shows, a man in a stained T-shirt asked, "You have the kinda air conditioner the landlord gives you for free?"

He was immediately surrounded by three salesmen and the assistant manager, while a philologist in the group came up with the translation.

What the good man wanted, he explained, was an air conditioner that did not extend beyond the building line and was, therefore, not subject to the landlord's tithe. After a few more moments, it developed that the mansion in question was 60 years old, that the lights blew if the subject's wife made toast at the same time the daughter was drying her hair, and that he had \$110 in cash with him. As a result, he was fitted for a 4,500 Btu, 7.5 amp unit, which he happily carried away.

From here on, it got worse. By 2 p.m., the nearest thing to a prospect was a gentleman who came in for an extension cord. When a gray one was shown to him, he remarked with evident sorrow that he needed a beige cord and departed the premises empty-handed.

After this ensued a succession of problem cases. Most of these involved fortyish couples who had purchased \$30 thousand homes with empty air conditioner sleeves. Their problems were indeed grave, for no manufacturer had yet undertaken to produce an air conditioner that would fit any of the dimensions of said sleeves.

These promethean problems were followed by a series of requests for the air conditioner of the future: an expando-mount unit to fit a 19-inch window; a unit to cool five rooms at a cost of not more than \$114.95; also a portable air conditioner for a sports car.

Interspersed with these posers were individuals seeking odd brands and a sprinkling of fair-trade chiselers. The evening concluded with a sequence of unknown persons seeking to carry out air conditioners upon presentation of their personal checks.

"What do you expect?" the senior salesmen sagely clucked as the store closed, "The air conditioning season always ends June 30!"

While the locked store slumbered during Sunday and holiday Monday, the blazing sun beat down pitilessly. Sunday, it cooked the town to 103 degrees, Monday to a parboiled 106.

The store reopened at 9:30 a.m. on Tuesday. At once, a steady stream of buyers materialized. They had no desires other than instant relief from the heat. Whatever unit was suggested, they quickly bought, eagerly paid cash, and dutifully manhandled out to their waiting chariots.

"Some people have to suffer before they buy," a gray-haired salesman was heard to observe. These were the last pleasantries he had time to exchange.

By noon, when the mercury hit 101, the salesmen were flotsam eddying in a torrent of buyers. Store stock rapidly vanished. By 2 p.m., the scene reached disaster proportions. The remnants of last year's and the year before's merchandise was gone and customers battled each other and glassy-eyed salesmen for the floor sample. The scene outside the store resembled Belgium, 1940,

as a stream of customers trundled off their precious air conditioners in shopping carts, baby strollers, and doll carriages.

Then, at 4:06 p.m., a tiny cloud appeared in the sky. It grew and grew.

At 5:34, a torrential rainstorm burst. By 7:14, the temperature was down 16 degrees.

At 7:31, a lady came in.

"I want to buy an air conditioner," she announced, "but there is one condition. I do not know the measurements. If it does not fit, you will take it back."

The most senior salesman looked at his watch.

"It is 7:33½," he said, "the air conditioner season is now officially over!"

About the author—The man who writes this column is exactly what he claims to be—a hard-working retail salesman of consumer electronics, major appliances, and housewares. He wishes to remain anonymous (steady readers of this column will understand why). His opinions are his own, not necessarily of MERCHANDISING WEEK.

Full front-panel access makes it so easy to service a Blackstone.



And it's serviceability that sells the ladies too.

Surveys show that ease of service is right at the top of the list of Blackstone sales features! Housewives realize that any automatic needs some service from time to time. And they also realize that "hard-to-get-at" washers can cost big dollars in labor to change a part that costs a few cents! With Blackstone's full front-panel access, major parts are right up front and easy to reach!

Another big Blackstone sales feature: exclusive Gyro-Balance. It eliminates excessive vibration, thump, walk and premature shut-off. And remember, Blackstone protects your profits with a territory plan your representative will set

up with you. He'll also give you a promotion plan that'll make you Blackstone headquarters in your neighborhood . . . on the full Blackstone line, from 3-cycle, single-speed models up through our 6-cycle, push-button model with stainless steel tub.

Get with Blackstone . . . and start *keeping* your profits on washer sales!



BLACKSTONE CORPORATION

1111 Allen St. • Jamestown, New York



Gift of Gab.



(Get it?)

General Electric's "Walkie-Talkie". We hope you'll get it. With Christmas coming it's a stand-out gift item.

With the kind of features that speak for themselves:

A broadcast range of up to $\frac{3}{8}$ mile, a four-transistor Citizen's band receiver, 48" telescoping whip antenna, one-hand operation, a portable weight of under a pound, and a price tag of only \$19.95* per pair. (So you can afford to let your customers compare.)

At this kind of price other people are making walkie-talkie toys.

*Manufacturer's suggested retail price. Actual price varies with dealer. Slightly higher west and south.

But General Electric makes a real "Walkie-Talkie"; a finely engineered, well-styled piece of electronic equipment.

That's why we think our "Gift of Gab" will be the most popular gift of the season. Get the gift of gab yourself. Christmas is coming. Talk up the "Talkie".

GENERAL  ELECTRIC

Radio Receiver Dept., Utica, N.Y.

HOUSEWARES



□□ A BeautyWare paper dispenser, called the Paperola, is being shipped by Lincoln Metal Products. Dial controls roll out the paper, providing one-hand operation. Foil, waxed paper, and paper towels dispense from one opening, with a hidden safety tearing edge. The chrome, copper, and woodtone models retail at \$9.98; the stainless steel model at \$10.98. Lincoln Metal Products Corp., 225 42nd St., Brooklyn, N. Y. 11232

□□ A 10hp Turf King grass cutter has been added to Jacobsen's 1967 line. The 84-inch unit is designed for hillside, slope, and level ground mowing with two side mowers that can be raised to avoid trees and shrubs. The reels, which can mow separately or in combinations of two or three, adjust to cut from $\frac{3}{8}$ of an inch high to $2\frac{3}{4}$ inches high. The Turf King, which retails at about \$1,500 depending on the number of attachments, features variable forward cutting speeds from $\frac{3}{4}$ mph to 4mph, friction disc-type reverse drive, and a self-sharpening reel device. Optional accessories include a grass catcher, dual wheels, rubber rollers, and an automotive-type electric starter. The unit also comes in a 76-inch model. Jacobsen Manufacturing Co., 1721 Packard Ave., Racine, Wis.



□□ The Hermes 3000 typewriter, distributed by Paillard Inc., has been restyled to provide greater efficiency. A new color-coded selector panel has been added to select a ribbon position more easily; four ribbon positions are offered. Also added to model 3000 are a ribbon mechanism that accommodates ribbons with or without eyelets, larger rubber feet for firmer gripping, and a case lid that can be removed separately from the base plate. The Hermes 3000 retails at \$129.50. Paillard Inc., 1900 Lower Rd., Linden, N. J.

□□ A unit that frosts glasses with ice has been introduced by Osrow Products (MW, 5 Sept., p.33). Frost forms on the glass when the glass is inverted over the top of the Mr. Freez-ee container. The aerosol action ices an entire glass or just the rim, salad plates, or sherbet dishes. It converts natural moisture on the glass to a tasteless, harmless, non-

toxic ice coating. Mr. Freez-ee, at \$1.98 retail, frosts up to 80 glasses. Refills of 16 ozs. are available. Osrow Products Co., Glen Cove, N. Y.

□□ Two new remote control sets have been announced by Cable Electric Products. The on-off cord sets, available in 10-ft. and 12-ft. lengths, are UL approved. The sets, in brown and ivory, are packed 25 to a carton. The individually packaged units include add-on caps and switches, and are designed for remote control of tv sets, radios, and lamps.

The 10-ft. set retails at approximately \$1.35, the 15-ft. set at \$1.49. Cable Electric Products Inc., 234 Daboll St., Providence, R. I. 02907



□□ New multi-speed drills (shown) from Black & Decker include two variable-speed units and two dual-speed units, featuring high and low drilling ranges. The double-insulated line of variable speed drills permits the use of non-conducting nylon for protection against shock hazard and also permits the use of an ordinary

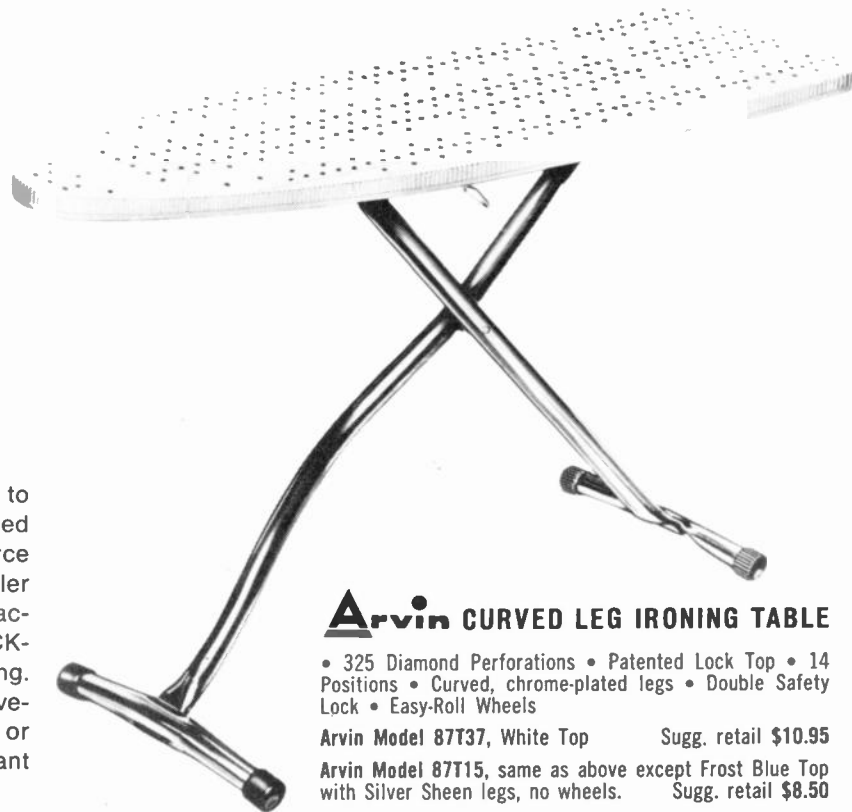
2-prong electrical plug for user convenience.

Black & Decker is also offering two new belt sanders and four new drill kits. The sanders feature a motor and mechanism within the belt periphery and width. According to the company, this "inboard motor" principle reduces tilting and gouging and provides greater efficiency. The drill kits offer $\frac{1}{4}$ -inch and $\frac{3}{8}$ -inch drills with 14 pieces or 28 pieces. Accessories include drill bits, buffing wheels, and sanding discs in polyethylene boxes. A U-140 sander kit contains abrasive paper, wood filler, and a spatula. Two other kits offer jig saws, blades, and accessories. Black & Decker Mfg. Co., Towson, Md. 21204

Use these **Arvin** Ironing Table Promotion **PROFIT PARTNERS**

NEW 1967 MODELS

Arvin 1967 Ironing Tables are new, top to bottom . . . Up to 325 diamond-shaped perforations in new table tops, to force heat and steam down for faster, cooler ironing. Double safety lock to prevent accidental folding. Patented rough LOCK-TOP anchors pad firmly against slipping. EASY-ROLL wheels for easy, silent movement. Twin height control levers raise or lower tables from either side. Elegant decorator-styled color combinations.



Arvin CURVED LEG IRONING TABLE

• 325 Diamond Perforations • Patented Lock Top • 14 Positions • Curved, chrome-plated legs • Double Safety Lock • Easy-Roll Wheels

Arvin Model 87T37, White Top Sugg. retail \$10.95

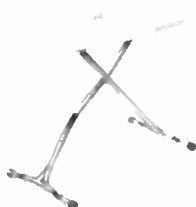
Arvin Model 87T15, same as above except Frost Blue Top with Silver Sheen legs, no wheels. Sugg. retail \$8.50

SEE THE COMPLETE LINE OF ARVIN IRONING TABLES FOR 1967

Arvin EXPAND-A-TOP CURVED LEG IRONING TABLE

• 325 Diamond Perforations • Patented Lock Top • Matching TEF-LON® Cover & Pad • Extra 68 sq. in. Ironing Surface • Curved, Chrome-Plated Legs • Easy-Roll Wheels

Arvin Model 97T47-6, White Top Sugg. retail \$18.95
®Dupont



Arvin 4-LEG IRONING TABLE

• 239 Diamond Perforations • Patented Lock Top • 14 Positions • Gold Sheen Legs • Wide Slide

Arvin Model 77T15, Pastel Blue Top Sugg. retail \$7.50



Arvin T-LEG IRONING TABLE

• 239 Diamond Perforations • Patented Lock Top • 14 Positions • Gold Sheen Legs

Arvin Model 67T25, Pastel Blue Top Sugg. retail \$5.95



NEW "IRONING TIPS" BOOKLET

Rita Marie Schneider, noted editor-home economist, is featured in Arvin Ironing Table ads in What's New in Home Economics magazine. Miss Schneider has also authored new "Ironing Tips" booklet available free to Arvin Ironing Table Dealers.



Visit these permanent show spaces:

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New York, 230 Fifth Ave.—612
San Francisco, Merchandise Mart
Hollywood, 1025 N. Highland Ave.
Arvin Sales Dept., Columbus, Indiana

For complete information, write, wire or call

Arvin®

ARVIN INDUSTRIES, INC.

Consumer Products Division, Dept. E-9 • Columbus, Ind.

This is Ara Parseghian.

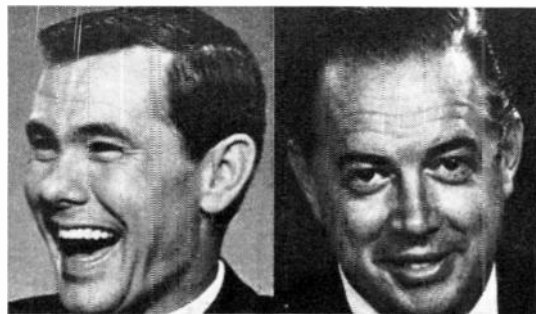
He coaches football at Notre Dame. And each Saturday afternoon before his team plays, he has a program on the 225 station ABC radio network.

You'd think some smart sponsor would grab up the Ara Parseghian Show for its dealers.



One did.

The same sponsor who got its dealers the NBC "TONIGHT SHOW" starring JOHNNY CARSON and "TODAY SHOW" starring HUGH DOWNES now presents them with the "V·M ARA PARSEGHIAN SHOW."



The Voice of Music

KEY MOVES

Frigidaire—Announcement is made of executive sales promotions and a realignment of departmental functions: W. H. Anderson, currently merchandising mgr, moves to the newly created position of assistant general mgr for marketing functions; Kermit A. A. Johnson, assistant to the general sales mgr, becomes assistant general sales mgr in charge of administration activities; Robert M. Bell, advertising mgr, is named advertising and sales promotion director; Robert R. Hitchcock, senior staff administrator for the eastern sales area, becomes mgr of the new statistical services and budget section. Also, Harry H. Ward is promoted to sales mgr of the Tampa zone, a newly created post; Albert W. Fischer becomes merchandising mgr of the Los Angeles zone; Paul L. Mohr, quantity business mgr of the Denver zone, is transferred in the same capacity to the West Coast zone; Lee L. Turner moves to mgr, and William E. Stromme to appliance mgr, of the Oakland zone; and Charles W. Collar becomes mgr of sales promotion with the merchandising department of Frigidaire, succeeding J. K. Kay, who recently retired.

Whirlpool—New appointments are made known: H. Richard Herrmann becomes merchandising mgr for the refrigerator sales department, and Warren Silva replaces him as general mgr of the Whirlpool Sales Division in New Orleans; Jim Franklin accepts a new position as retail marketing mgr for the company's residential products sales department. Other personnel changes at the New Orleans Sales Branch include the promotions of Stanley Green to assistant general mgr, Robert Martin to field sales mgr, and Ken Yoder to operations mgr. In addition, Norman F. Pheeney becomes merchandise mgr for the laundry sales department; David H. Armbruster rejoins the company as general mgr of the central heating and cooling department; and Kenneth H. Barber is promoted to merchandise mgr for that department.

Estey Musical Instrument Corp.—Anthony J. Price is named sales mgr. He was chief engineer at Estey for the past several years.

Emerson—John M. Flynn is appointed eastern regional mgr of the Hotel-Motel Division of Emerson Commercial Products Corp. Prior to joining Emerson, Flynn was with Motorola. In another move, Richard M. Sanford is named western zone mgr of DuMont Television Sales Corp.; and Donald Paulin of the DuMont organization is assigned to the newly created position of field service engineer.

Ampex—Donald V. Hall is named general mgr, Ampex Stereo Tapes. He will be located at division headquarters in Elk Grove, Ill. Edward G. Dietrich is appointed eastern regional mgr for Ampex's consumer and educational products division.

Maytag—Verne L. Upton and Ronald J. Crook are promoted to newly created positions as sales mgrs for Southern and Northern California, respectively, for the Maytag West Coast Co. Jon M. Ely, regional mgr for the company for 12 years, receives a reassignment promotion to the Hartford, Conn.-Springfield, Mass. area.

HOUSEWARES

Rechargeable lantern from Union Carbide shines with style

Union Carbide's first rechargeable lantern (MW, 5 Sept., p.33) features bright chrome plating against a black, textured surface and an easy-grip cantilever handle. Called the Captain, the lantern, which contains a 1-amp sealed beam lamp that generates 13,000 candle power, can be

operated from a built-in 5v Eveready rechargeable nickel-cadmium power pack, or from an automobile battery or a boat battery.

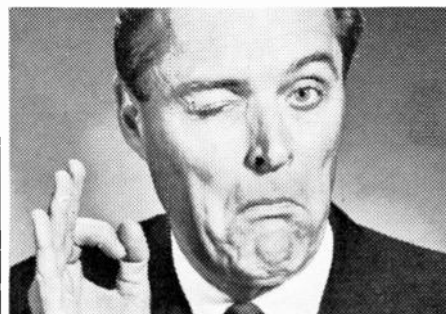
The model No. 3400 rechargeable lantern comes complete with a 12-ft. cord, an adaptor plug, and an AC adaptor.

A riser card, which can be inserted into the carrying-storage case, makes a display of the unit. The rechargeable lantern carries a suggested list price of \$34.95. *Union Carbide Corp., Consumer Products Division, 270 Park Ave., New York, N.Y. 10017*



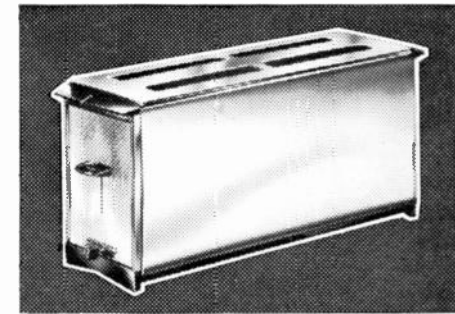
WHO

PROFITS PLUS TURNOVER PUTS BACK IN TOASTERS?



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World's largest manufacturer of toasters with the world's largest toaster plant! That's Proctor-Silex. And because we're number one in toasters, we can afford to build in more beauty, more quality, more value. We can afford to advertise more powerfully—on coast-to-coast television in dramatic eye-catching color. We can afford competitive prices, yet maintain full profits for everyone who handles the Proctor-Silex line. For more profits and faster turnover, it pays to go with the number one! Proctor-Silex. P.S.—Contact your local Proctor-Silex distributor today.



ANOTHER GOOD REASON TO PUT YOUR RELIANCE ON A **PS** APPLIANCE

ONLY IONA GIVES YOU

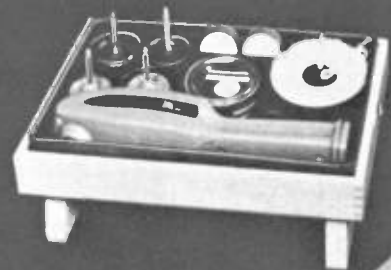
(AND YOUR CUSTOMERS)



THE **ONLY** 7 SPEED PUSHBUTTON BLENDER WITH LIFT HANDLES!
... plus every conceivable advanced design feature you could possibly want for fast, efficient blending.



THE **ONLY** SOLID STATE CONTROL PORTABLE MIXER!
... a twist of the dial selects any beater speed from 0 to 1200 RPM and holds it... eliminates "speed-up" and "slow-down".



THE **ONLY** SHOE SHINE KIT WITH "SANDWICH" BOX DESIGN!
... a joy to use ... attachments are picked up and released automatically while your foot stays on the shoe rest.



Guarantee covers costs of parts and repair service for 5 years when returned to Iona Factory or Authorized Service Station. Cord, bowls, containers, attachments, blades, batteries and damage due to misuse are excepted.



THE **ONLY** CORDLESS ELECTRIC KNIFE THAT CARVES FOR 30 MINUTES AND MORE!
... that's actually twice the carving time between charges than any other cordless electric knife.



THE **ONLY** CORD ELECTRIC KNIFE WITH THE SUPER SLIM HANDLE SO EASY TO HOLD!
... by actual comparison tests, the slimmest, shortest handle of all.



QUALITY YOU CAN TRUST VALUE YOU CAN RECOGNIZE

THE **IONA** MANUFACTURING COMPANY
MANCHESTER, CONNECTICUT 06040

Buyers, branches, specialists: three hot topics for reps

How manufacturers' sales representatives can better serve their buyer-customers and have both parties make more money was the topic of an often-lively seminar late last week sponsored by the Housewares-Hardware Representatives of New York. The three key subjects for discussion and the participants are listed here. A report follows.

"Is More Professionalism Needed in Buying?" Moderator: Richard Schott, executive vice president, Merchants' Buying Syndicate; panelists: Fred Garmon, of Garmon & Stein Assoc.; Jack Ross, of Ross Berman Assoc.;



Schott

Rabinowe

Abramson

and Sid Smith, of Herman Smith & Son.

"How the Manufacturer and Representative Can Help Their Customers Grow." Moderator: William A. Phair, editor, *Hardware*

Age; panelists: Ben Abramson, merchandise manager, Berkshire Distributors Inc., Manny Rabinowe, vice president, E. Rabinowe & Co. Inc.; and Dick Williams, housewares buyer, B. Altman & Co.

"Problems Today, Trends for Tomorrow." Moderator: Preston J. Beil, editor, *Variety Department Store Merchandiser*; panelists: Arthur F. Brault, vice president-marketing, David Douglas & Co. Inc.; Sheldon Shaffer, executive vice president, Dominion Electric Co.; and Edward Weinberg, president, American Tack & Hardware Co.

The changing buyer: Computer age signals a new creative role

A dramatic new role is in store for the nation's buyer.

He is destined to become a creative specialist whose chief function will be to develop imaginative promotional programs designed to move large amounts of merchandise.

The bulk of his workload—including substantial buying—will be taken over by computers.

And from one industry leader, Richard Schott, comes the dire warning that the serious shortage of professional buyers will spark greater retail management reliance on co-ops, buying offices, and committee buying.

These provocative viewpoints on the changing role of the buyer were put forth at a rep-sponsored seminar late last week.

In a spirited session devoted to the question of whether more professionalism is needed in buying, speaker after speaker emphasized

that the computer would not replace the buyer—but rather arm him with meaningful statistics and analyses to enable him to do a more efficient job.

Said Jack Ross: "Electronic data processing is a valuable adjunct, but it can't replace the instincts of the buyer—the risk, the tastes, the ability to pick sales winners."

In a series of cogent comments, panelists zeroed in on a number of agonizing problems confronting the day-to-day buyer-vendor-management relationship. Among the most thought-provoking:

Sid Smith: "How can a buyer be a professional when he can no longer be selective? The fact is, there are tremendous pressures on the buyer from upstairs—the vice president, the merchandise manager, etc. All too frequently, he is no longer asked to buy what's good for the consumer, but rather what is good

for the store. He is frequently buying strictly for the store catalog . . . and more and more buyers are asking us about the possibility of other jobs."

Fred Garmon: "Turnover is the name of the game, and the buyer is not going to make himself a hero by playing favorites."

Richard Schott: "Committee buying will become more prevalent as stores make the buying of merchandise a team effort. Basically, this will encompass the buyer, merchandise manager, warehouse manager, advertising manager, and controller. I'm not going to say it will happen overnight—but it will happen. The fact remains, there are not enough professional buyers."

Schott castigated management for fostering this development by its refusal to pay decent salaries to obtain good talent. As a result, he said, "we have buyers who are inexpe-

rienced and not too objective, and you all know what I mean."

Turning to the reps in the audience, Schott said: "These low salaries make you the buyer for the store. Since there are too few professional buyers, you're going to have to be the professionals."

"We need professional salesmen who know their products—why they're in the store in the first place—and how to sell their merchandise."

Two buyers in the audience echoed this thinking. Said Mrs. Miriam Egbert, Steinback Co., Asbury Park, N.J.: "The representatives must understand the individual buyer's problems and the role of the merchandise in the store."

And from another buyer came the criticism that "too many reps are presenting their products incorrectly to the store."

—Dan D. Dorman

The branch stores: Few salesmen are making calls in suburbia

More attention must be paid to the branch stores by manufacturers' sales representatives, according to one department store buyer at the seminar.

"You act as if you are selling only the main store," said Dick Williams, housewares buyer for B. Altman & Co., New York City. Williams asked reps to visit the suburban units, where, often, the best volume is being recorded. Particularly, he cited the need for providing sales training to salesclerks that work in the suburban units.

The rep often is unfamiliar with the operations of the branch stores and their special problems, Williams added. A multi-unit department store, he said, deserved the same type of service that would normally be given to six or eight individual outlets.

Williams also called on reps to

provide more help in planning ads for department stores—including suggestions for copy "other than the manufacturer's name." "Ads are running today," Williams said, "but none of them sell anything."

Williams was a participant in one of the liveliest panel discussions in the rep-sponsored seminar. Others included Manny Rabinowe, vice president of an old-line distributor that bears his family name, and Ben Abramson, merchandising manager for one of the new breed of distributors—one set up as a subsidiary by a discount chain (Miracle Mart).

A verbal feud erupted when Rabinowe described himself as a "full-service, legitimate—with all due respect to my friend, Ben, here—distributor. We are not a quick buck," Rabinowe added, "but a good buck."

Looking to Williams, Rabinowe

said: "We don't put it in the cellar like he does," a reference to direct buying by department stores.

Looking to Abramson, Rabinowe said: "We don't put it on the first floor and give it away and we don't discount our bills in 90 days with 6% payment," a reference to dating and slow payment by discounters.

At another point, however, Rabinowe conceded that he needed both the department store and the discounter. "I need him [Williams] to advertise it. I need him [Abramson] to introduce it and ruin it for me."

"We need dating and it's very important to us," Abramson maintained. He stressed that the discount industry is a young one that needs all the help it can get from manufacturers.

"How fast were you paying your bills in 1899?" Abramson asked Rabi-

nowe, who had made particular point that his firm was no fly-by-night operation, but, indeed, dated back to the last century.

"He doesn't make a profit," Rabinowe said, turning to discounters in general. "That's why he can't pay his bills. They can't pay within 90 or 120 days. They can't afford it at their markups."

"Not many people in the selling game think retail," said Paul Sachs, buyer for J. M. Fields, in a comment from the audience. "They should not consider us as the end object to be sold, but rather the object through which to sell the consumer."

The audience and the panel generally agreed that if retailers and distributors want more manufacturer-provided service, they are going to have to pay for it in higher product costs.

—Ed Dubbs

Age of specialization: The rep considers his specialized role

A role of specialization has been mapped out for the sales rep.

But how to specialize is the rub.

Sheldon Shaffer, of Dominion Electric, called on reps to specialize in dealing with certain types of retail and premium accounts. The successful sales agency of the future, Shaffer said, will be built around five or six men—each specializing in a special type of trade: for example, premium, drug chains, variety chains, department and discount stores.

Another view of specialization is taken by Sid Smith, who handles the Shetland line in a father-son organization. Smith sees the rep specializing in a product line in a certain marketing area. "We are outstanding reps within all fields—all categories of retail outlets."

The need for specialization was spelled out further by Shaffer. "The rep faces two tremendous challenges," he said. "Two changes have come about: product sophistication

and marketing sophistication." The reps are being forced to handle broader product lines and call on a wider group of retail outlets that make up the "mass market." Products also are being more sophisticated—more complicated. He mentioned solid state, adding, "Please don't everyone ask me what solid state means!"

Factories must subsidize reps, maintained Fred Garmon, a New England rep. He said reps must have manu-

facturer cooperation in going after new markets for a manufacturer's products.

"Reps must subsidize themselves," said one rep from the audience. Others also maintained that reps should go after new markets, which, in the long run, pay off in more business.

Others in the audience, also taking exception to Shaffer's position, maintained that a rep could not make a living just selling his line to one type of retail trade.

□□□□ A new round of price hikes for electrics got off to an early start last week as Sunbeam Corp. raised prices on most of the items in its appliance division. Sunbeam's latest price increases, reportedly averaging about 2½% to 3%, come only five months after Sunbeam last hiked prices—back in April. As was the case in April—when Sunbeam led off a round of price hikes in the industry—other electric housewares manufacturers, sooner or later, are expected to follow the Sunbeam lead.

□□□□ The timing of Sunbeam's price hikes caught the industry by surprise. Most buyers and distributors had been expecting prices to go up again, but closer to the January Housewares Show. They had not expected any manufacturer to make the move until the end of labor negotiations now under way in the appliance industry. Both General Electric and Westinghouse are facing possible—if not probable—strikes next month (MW, 29 Aug., p.8). Higher labor costs are sure to result.

□□□□ Trade reaction to the Sunbeam hikes ranged from "inevitable" to charges that Sunbeam is "out to make a killing while GE and Westinghouse are on strike." At General Electric, the official word was "no comment." At Westinghouse, a top portable appliance official said it was unlikely that Westinghouse would make across-the-board price increases at this time—probably delaying any action until the outcome of current labor negotiations is clear. Other manufacturers were "studying" the situation. No one, however, will be surprised if the result of the "studying" is to follow the lead of Sunbeam.

□□□□ Sunbeam blamed material costs for its price hikes, particularly citing steel and copper in the price-hike announcement. The Sunbeam announcement stressed: "Increases were slight for the most part, and since they were selective, no average could be computed."

The announcement also pointed out that no price hikes were made in the floor care or outdoor products divisions at this time, that price increases in the shaver division were limited to accessories, and that price hikes in clocks affect only kitchen, occasional wall, and alarms—not cordless decorator units. While no price changes were made on 27 items in the appliance division, and three items were cut in price, trade sources pointed out that the bulk of the products from the appliance division carry higher dealer costs. According to trade sources, the increases average about 2½% to 3%. The highest price hike reportedly is on the AP-40 coffeemaker, up more than 10%. (Most buyers have not even received initial shipments on this item introduced in the spring.)

□□□□ Shortages complicate the pricing situation in the industry. Both retailers and distributors are talking about difficulties in getting merchandise. One GE distributor, seeking to stockpile for a possible strike, points out that merchandise is going out as fast as it is coming in. "Dealers are preparing for a strike, too," he added. Another trade source commented: "Demand certainly is on Sunbeam's side in raising prices."

How Wanamaker's sees housewares—through a colorful kaleidoscope

Housewares is a kaleidoscope to Wanamaker's housewares merchandise manager, Art Smith. The kaleidoscope, a colorful and constantly changing "happening," will serve as the theme for the Philadelphia department store's fall housewares promotion opening today.

Value and fashion

Emphasis will be on value and fashion. "We want to stress the word 'value'—which doesn't mean the cheapest price," Smith said. "It is giving the customer the best she can achieve with the money she is willing to spend. Value is fashion. It is also saving, news, and utility."

To kick off the promotion, Wanamaker's ran a 16-page tabloid with a full-color kaleidoscope cover in yesterday's *Philadelphia Inquirer*. In-store displays will carry over the kaleidoscope theme. Wanamaker's also plans to mail out about half a million tabloids later this month.

And housewares move into the "court" at the Philadelphia store for the first time. (The Wanamaker court is the scene of the store's annual Christmas lighting spectacular.) "I've never had the court before just for housewares," Smith noted. A Corning glass prism, featuring approximately 100 kaleidoscopes for customers to gaze into, occupies the court. The kaleidoscopes tell the story of glass. Other housewares promotions will be staged throughout October.

Preparing for trade-up

In preparation for the fall selling season, Wanamaker's housewares clerks attended a sales seminar Sept. 1 in Philadelphia (MW, 5 Sept., p.33). Sponsored jointly by Wanamaker's and Everybody's Supply Co., a major Philadelphia distributor, the third annual seminar consisted of 29 manufacturers showing 33 lines to 250 clerks. An additional 50 persons attending from Wanamaker's were service personnel, adjustment personnel, advertising personnel, comparison shoppers, managers, and assistant managers.

"A lot comes from this seminar," said Smith. "For the manufacturers, every participant has in the past shown a minimum of almost a 20% increase in sales during the fall selling season over the preceding year. For the salesclerks, they're now a little more intelligent because of the seminar, and they have a few more ideas in mind than they had before. These sessions are held so the salesgirl can sell the \$40 model of a product instead of the \$20 model the customer came in to see."

The seminar consisted of two identical sessions, one in the morning, one in the afternoon. Every 15 minutes, at the sound of a buzzer, groups of three to five salesclerks moved to a different manufacturer's booth. Clerks, armed with realistic questions, visited only those manufacturers with products related to their areas of selling.

Manufacturers were ready with the answers. One clerk asked a cook-

ware manufacturer: "What can I say when I'm trying to sell an aluminum frypan and the customer says 'When I cook in aluminum, everything sticks?'" The answer: "Tell her the heat is probably too high, that aluminum doesn't require as much heat as other metals, and consequently there is a saving of electricity or gas."

The Joseph Kaplan representative stressed fashion as the selling power for bath goods. He observed, "Some time ago, women bought a shower curtain to keep water off the floor, but today it's a fashion accessory. There's no room in the house that is less expensive to decorate," he added, "and right now, some women are buying a shower curtain every six months just because it's fun to change the bathroom decor. Women may soon be changing bath accessories seasonally, simply because of the strong fashion appeal."

More seminars sought

Manufacturers applauded the seminar with: "Why don't other retailers do this?" Many representatives commented that, through salesclerks' questions, they could better understand how to approach buyers; and they agreed that the sessions were invaluable to them, to the clerks, and to the store. The salesclerks themselves felt they would return to the selling floor equipped with pertinent information, better answers to customers' questions, and more self-confidence.

The seminar, according to Edgar Wolf Jr., sales promotion manager of Everybody's Supply Co., "was staged Sept. 1 because this is the perfect time—the slow period that precedes the peak selling season for housewares. 'Originally,' Wolf explained, "we started the idea of this seminar thinking of the merchandise we alone distribute, but during a discussion with Art Smith, he suggested that we expand it to include other lines, an idea that has worked very well. So, of the 29 manufacturers here today, Everybody's Supply represents only nine of them."

The nine participating manufacturers that Everybody's represents are Corning Pyrex, Dominion Electric, General Electric, Oneida Ltd., John Oster Manufacturing, Revere Copper and Brass, Salton Manufacturing, Sunbeam's Vista Division, and Wear-Ever Aluminum. Other participating manufacturers, which are on a direct sell basis to Wanamaker's, are Bissell, Braun Electric, Club Aluminum, Hamilton Cosco, Eastern Products Corp., Lou Ehrlich, Ekco Housewares, Fab Spray-Trewax, W. J. Hagerty & Sons, Iona Manufacturing, Joseph Kaplan Co., Lenox Plastics, Magicolor Paints, Proctor-Silex, Quickie Manufacturing Corp., Rubbermaid, Samsonite, O. M. Scott, Shetland Co., and Tufam.

The manufacturers, as Smith pointed out, were selected to participate because of "their educational value to the sales people, their interest, newness, and customer demand." —Judy Kunzelman

MERCHANDISING WEEK

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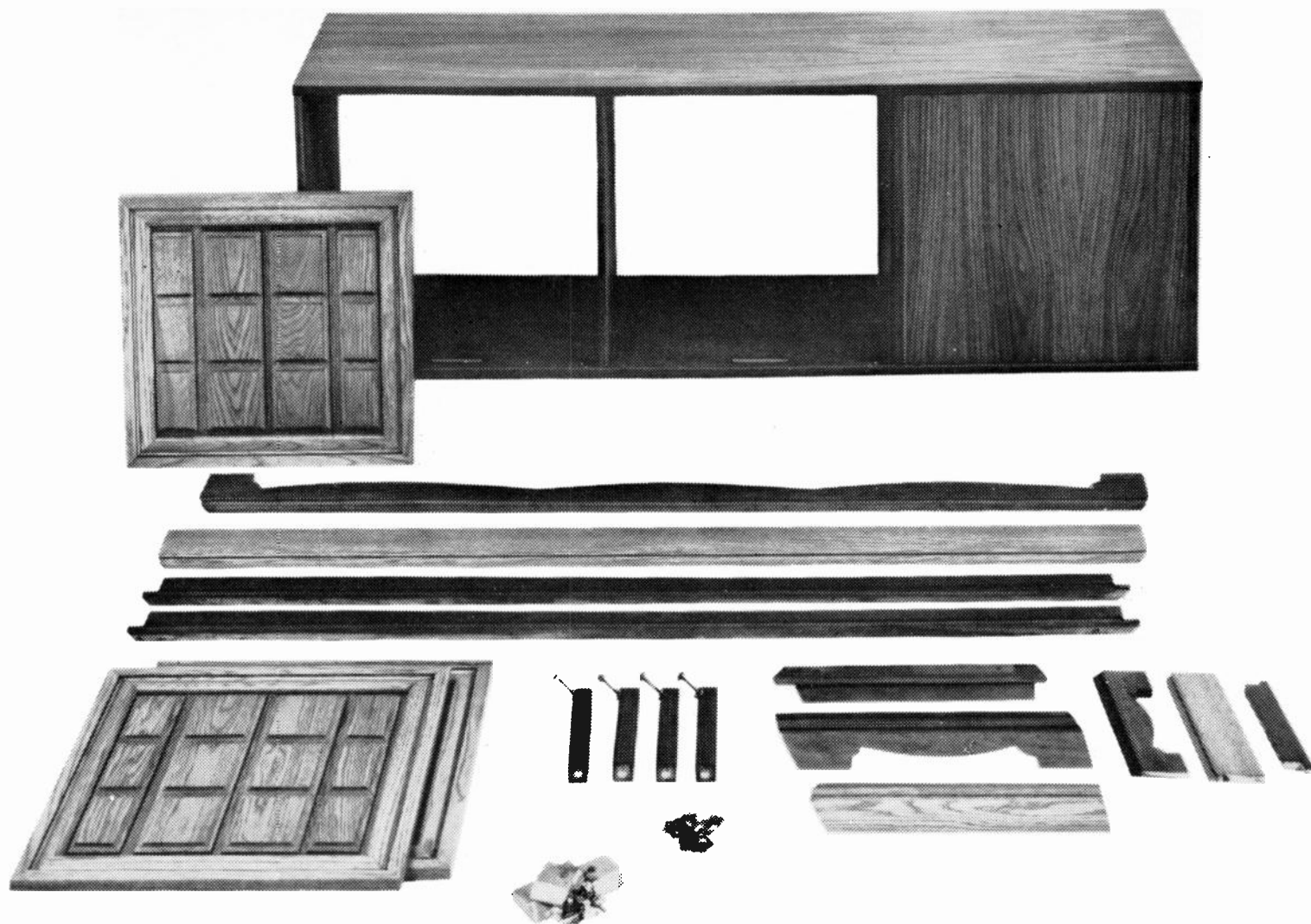
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GENERAL  ELECTRIC

Audio Products Department Decatur, Illinois

INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week in bold-face type.

date 1966 1965 % change

FLOOR CARE PRODUCTS

Floor Polishers	July	64,434	66,958	- 3.77
	7 Months	642,192	648,644	- .99
Vacuum Cleaners	July	414,581	329,170	+ 25.95
	7 Months	3,145,025	2,723,308	+ 15.49

HOME LAUNDRY

Dryers, clothes, elec.	July	115,185	85,581	+ 34.59
	7 Months	756,985	570,103	+ 32.78
Dryers, clothes, gas	July	46,754	42,156	+ 10.91
	7 Months	346,331	286,774	+ 20.77
Washers, auto & semi-auto.	July	344,580	311,756	+ 10.53
	7 Months	2,273,136	2,053,978	+ 10.67
wringer & spinner	July	40,082	44,334	- 9.59
	7 Months	306,472	339,207	- 9.65

OTHER MAJOR APPLIANCES

Air Conditioners, room	July	773,000	238,800	+223.70
	7 Months	2,738,000	2,147,600	+ 27.49
Dehumidifiers	July	37,000	22,300	+ 65.91
	7 Months	204,800	178,700	+ 14.60
Dishwashers, portable	July	26,000	20,300	+ 28.07
	7 Months	223,400	171,400	+ 30.33
under-counter, etc.	July	79,000	59,400	+ 32.99
	7 Months	533,600	429,100	+ 24.35
Disposers, food waste	June	108,500	114,200	- 5.00
	6 Months	668,800	616,700	+ 8.44
Freezers, chest	July	47,000	60,300	- 22.06
	7 Months	269,400	255,300	+ 5.52
upright	July	79,000	79,200	- .26
	7 Months	380,000	381,200	- .32

Ranges, electric	July	169,000†	149,100	+ 13.34
	7 Months	1,202,600	1,132,100	+ 6.22
Ranges, gas	July	124,900*	155,700	- 19.78
	7 Months	1,270,600	1,238,400	+ 2.60
Refrigerators	July	515,000	450,100	+ 14.41
	7 Months	2,824,900	2,599,100	+ 8.68
Water Heaters, elec. (storage)	June	87,300	95,400	- 8.50
	6 Months	521,600	533,100	- 2.16
Water Heaters, gas (storage)	July	210,390	213,960	- 1.67
	7 Months	1,500,100	1,498,760	+ .09

CONSUMER ELECTRONICS

Phonos, port.-table, distrib. sales	August 26	98,925	108,458	- 8.79
	34 Weeks	1,775,477	1,866,897	- 4.90
monthly distributor sales	June	195,241	214,292	- 8.90
	6 Months	1,170,744	1,250,973	- 6.42
Phonos, console, distrib. sales	August 26	37,568	39,590	- 5.11
	34 Weeks	1,050,946	888,996	+ 18.22
monthly distributor sales	June	133,656	111,371	+ 20.00
	6 Months	793,007	610,988	+ 29.79
Radio (ex auto), distrib. sales	August 26	275,130	259,273	+ 6.12
	34 Weeks	7,929,541	7,304,564	+ 8.56
monthly distributor sales	June	1,173,010	1,020,575	+ 14.93
	6 Months	5,976,902	5,112,766	+ 16.90
B&w Television, distrib. sales	August 26	138,324	155,641	- 11.13
	34 Weeks	4,489,543	4,693,381	- 4.34
monthly distributor sales	June	543,992	533,123	+ 2.03
	6 Months	3,426,789	3,386,935	+ 1.17
Color Television, distrib. sales	August 26	105,788	85,785	+ 23.32
	34 Weeks	2,486,208	1,320,080	+ 88.34
monthly distributor sales	June	332,848	172,226	+ 93.26
	6 Months	1,821,194	838,539	+117.18

†Electric Range July total includes: 99,000 free-standing ranges, 70,000 built-ins.
*Gas Range July figure includes: 84,700 free-standing ranges; 13,200 high-oven models; 13,600 set-ins; and 13,400 built-ins.
Sources: EIA, YCMA, AHLMA, NEMA, GAMA.



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